



FINAL ENVIRONMENTAL IMPACT REPORT



CITY AND COUNTY OF SAN FRANCISCO PLANNING DEPARTMENT

491 Bayshore Boulevard, Home Depot

2001.0062E

State Clearinghouse No. 2000032010

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VOLUME 2

Draft EIR Publication Date: March 29, 2003

Draft EIR Public Hearing Date: July 10, 2003

Draft EIR Public Comment Period: March 29 – July 11, 2003

Final EIR Certification Date: July 28, 2005

*Changes from the text of the Draft EIR are indicated by solid dots (●)
at the beginning of each revised section, paragraph, graphic, or table.
Specific edits (with **new** and ~~deleted~~ changes) are shown in Chapter VII
Section E.*

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City and County of San Francisco
Planning Department

VOLUME 2

**491 BAYSHORE BOULEVARD,
HOME DEPOT**

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This Environmental Impact Report has been published in two volumes:

Volume 1 includes the Environmental Impact Report
and Volume 2 includes the EIR's appendices and Comment Letters.

● IX. APPENDICES

Table of Contents

Page

IX.	Appendices	
●	A.	Initial Study A-1
	B.	Intersection Level of Service Designations B-1
	C.	Diesel Exhaust Health Risk Assessment C-1
	D.	Distribution List D-1
●	E.	Comment Letters E-1
●	F.	Transcript of Draft EIR Public Hearing and Index of Speakers..... F-1
●	G.	Community Commitments of Home Depot, U.S.A., Inc..... G-1

Appendix A

Initial Study

**NOTICE THAT AN
ENVIRONMENTAL IMPACT REPORT
IS DETERMINED TO BE REQUIRED**

Date of this Notice: March 9, 2002

Lead Agency: San Francisco Planning Department
1660 Mission Street, Suite 500
San Francisco, California 94103-2414

Agency Contact Person: Tammy Chan

Telephone: (415) 558-5982

Project Title: 2001.0062E- 491 Bayshore Boulevard, Home Depot

Project Sponsor: Home Depot, U.S.A., Inc.

Project Contact Person: Anna Shimko, Cassidy Shimko & Dawson, LLP

Telephone: (415) 788-2040

Project Address: 491 Bayshore Boulevard /196 Loomis Ave

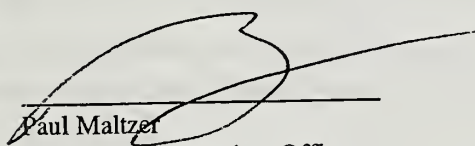
Assessor's Block and Lot: Block 5598, Lots 8, 9, 11, 13, 15, 16, 18, 21, and 28

City and County: San Francisco

Project Description: The proposed project consists of demolition of the vacant buildings, totaling 107,372 square feet (sq.ft.), and construction of a home improvement store (Home Depot). The main store would be two stories, with approximately 96,250 sq.ft. on the main floor, and 38,405 sq.ft. on the second floor, and a 9,888-sq.-ft. enclosed green house. The proposed project also includes an approximately 8,546-sq.ft. outdoor-garden center. The total retail space would be approximately 153,089 sq.ft. A separate parking garage consisting of two levels plus rooftop parking totaling 550 parking spaces would also be constructed on this 5.73-acre site. The buildings would be approximately 40 feet in height. Vehicular access to the parking garage would be from Bayshore Boulevard, where Cortland Avenue dead-ends into Bayshore Boulevard, and secondary access would be on Loomis and Waterloo Streets. Between the ground level of the parking facility and the store, a customer pick-up lane would be provided with egress onto Bayshore Boulevard, just north of the Cortland Avenue intersection. Four general freight-loading spaces would be provided. The project is located within the Bayview-Hunters Point neighborhood. The site is within the Planning Commission's adopted Industrial Protection Zone (IPZ) and is located in an M-1 (Light Industrial) zoning district and within a 65-J height and bulk district.

THIS PROJECT MAY HAVE A SIGNIFICANT EFFECT ON THE ENVIRONMENT AND AN ENVIRONMENTAL IMPACT REPORT IS REQUIRED. This determination is based upon the criteria of the State CEQA Guidelines, Section 15063 (Initial Study), 15064 (Determining Significant Effect), and 15065 (Mandatory Findings of Significance), and the following reasons, as documented in the Environmental Evaluation (Initial Study) for the project, which is attached.

Deadline for Filing of an Appeal of this Determination to the Planning Commission is March 29, 2002 at 5:00 p.m.. An appeal requires: (1) a letter specifying the grounds for the appeal, and (2) a \$209.00 filing fee.


Paul Maltzer
Environmental Review Officer
Planning Department

INITIAL STUDY¹
2001.0062E- 491 Bayshore, Home Depot

I. PROJECT DESCRIPTION AND SETTING

A. PROJECT DESCRIPTION

The project site is located at 491 Bayshore Boulevard/196 Loomis Ave, on Assessor's Block 5598, Lots 8, 9, 11, 13, 15, 16, 18, 21, and 28, which totals 249,699 sq.ft. or approximately 5.73 acres. The site is part of the major City block bounded by a one-story industrial building to the north, Waterloo Street to the south, Loomis Avenue to the east, and Bayshore Boulevard to the west in an industrial area of San Francisco (Figure 1, page 3).

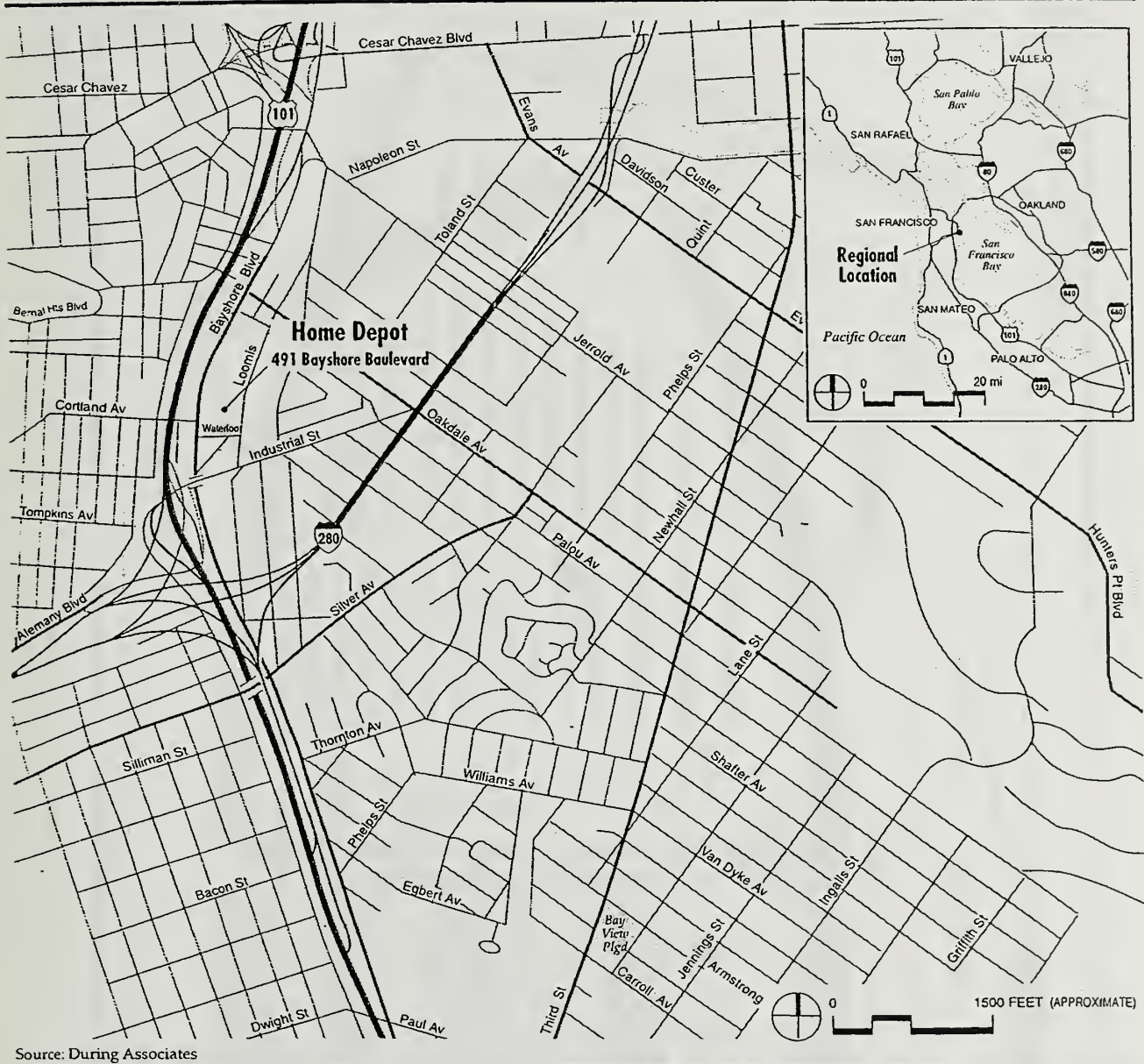
Two buildings currently exist on the site, both of which are vacant. Goodman's Lumber Company previously operated a 76,846-sq.-ft. home improvement and building supply store on a portion of the site while Whole Earth Access, a retail home furnishing and supply store, operated out of the second building, which was approximately 30,500 sq.ft. Whole Earth occupied its portion of the property until June of 1999 and Goodman's Lumber Company ceased its operation in August of 2000. The property has been vacant since.

The proposed project is to demolish the two existing buildings and construct a two-story, approximately 153,089-sq.-ft. home improvement store. The main store would be two stories, with approximately 96,250 sq.ft. on the main floor, and 38,405 sq.ft. on the second floor, and a 9,888-sq.-ft. enclosed greenhouse (Figures 2, 3, 4, 5, and 6, pages 4 to 8). The proposed project also includes an approximately 8,546-sq.-ft. outdoor-garden center. A separate 550-space, two-story parking garage plus rooftop parking would also be constructed. The buildings would be approximately 40 feet in height. There would be an approximately 4½-foot tall wall with a 6-foot trellis along the periphery of the roof to shield the views of parked cars. Vehicular access to the parking facility would be from Bayshore Boulevard, where Cortland Avenue dead ends into Bayshore Boulevard, and from Loomis and Waterloo Streets. Traffic signals and pedestrian crosswalks would be installed at Bayshore Boulevard and Cortland Avenue, a left-turn pocket would be created for southbound Bayshore Boulevard traffic to enter the project site, and just north of the project site, the median on Bayshore Boulevard would be changed to allow northbound traffic to make U-Turns. Development of the site would require excavation of approximately 8,500 cubic yards of soil for footings and foundation. The foundation system would include pile driving.

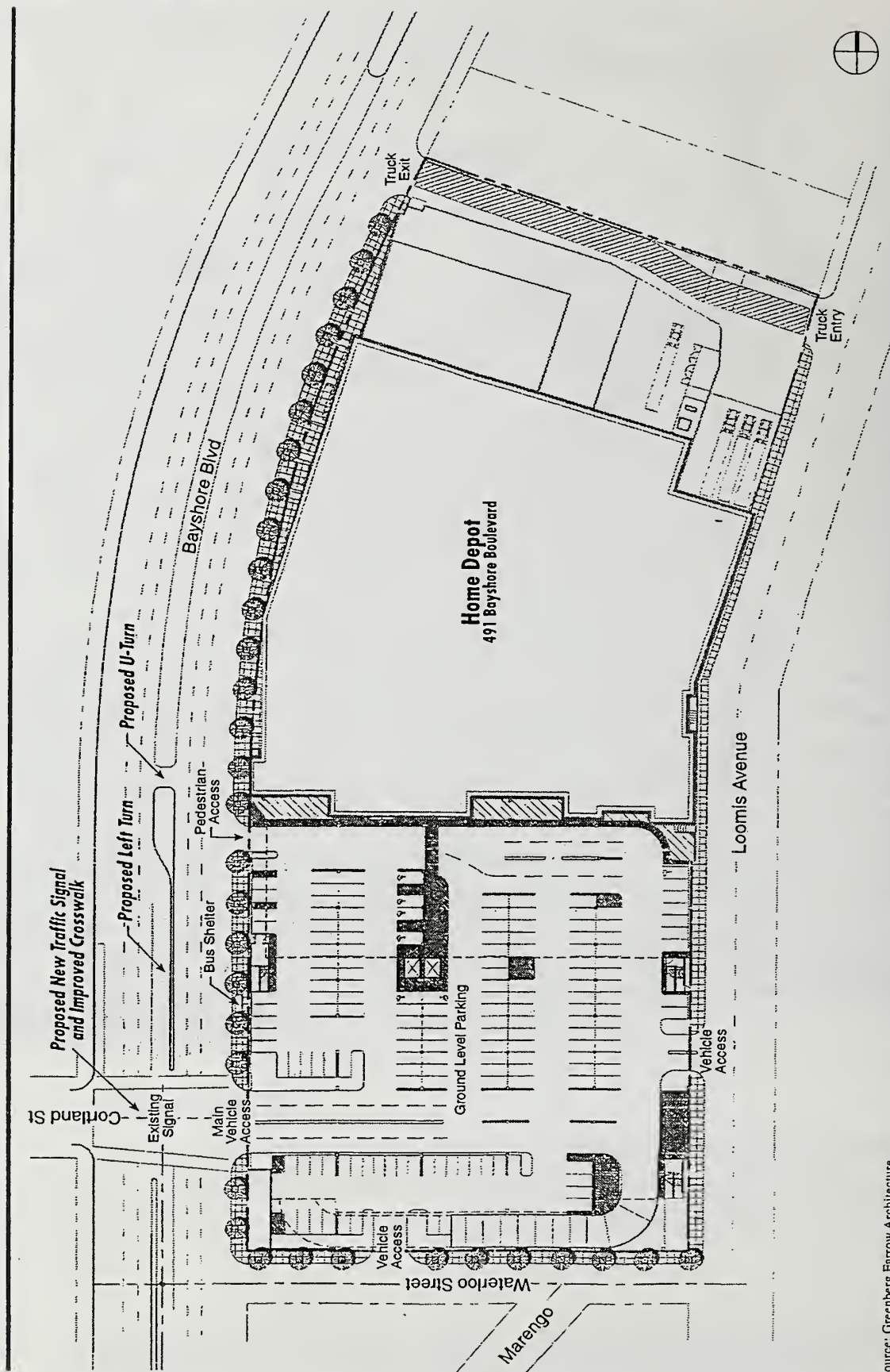
B. PROJECT SETTING

The project site consists of nine lots. Adjacent to the project site at the north end of this block, there are three buildings (a masonry supply warehouse and storage lot, a commercial retail and parking lot and a fast food restaurant). The project site is located in an M-1 (Light Industrial) zoning district in the Bayview-Hunters Point neighborhood.

¹ A Preliminary Mitigated Negative Declaration was published on September 29, 2001 and appealed to the Planning Commission. Upon further analysis, the Planning Department determined that an Environmental Impact Report (EIR) was required. The issues raised in the appeals will be addressed in the EIR.



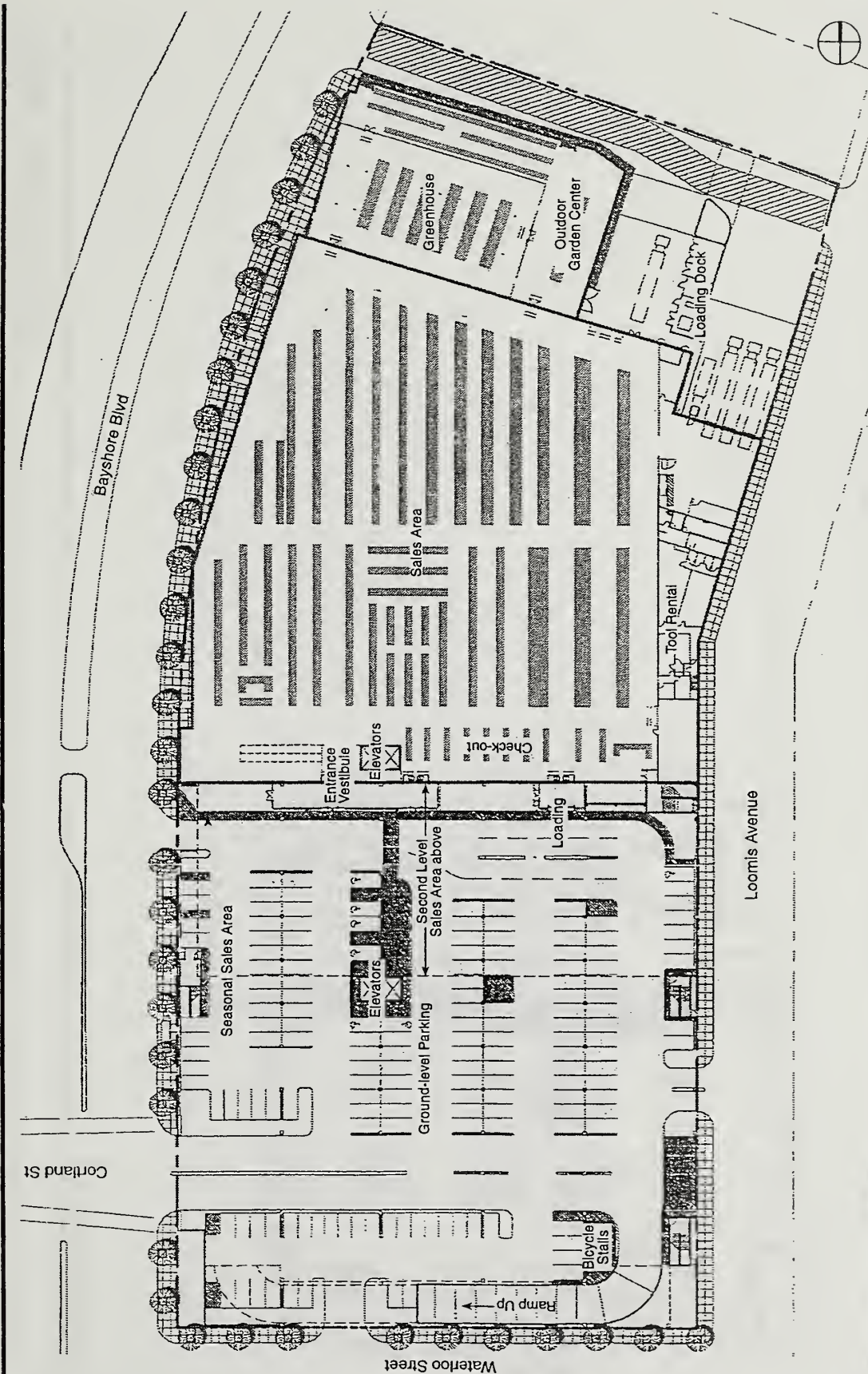
PROJECT LOCATION FIGURE 1



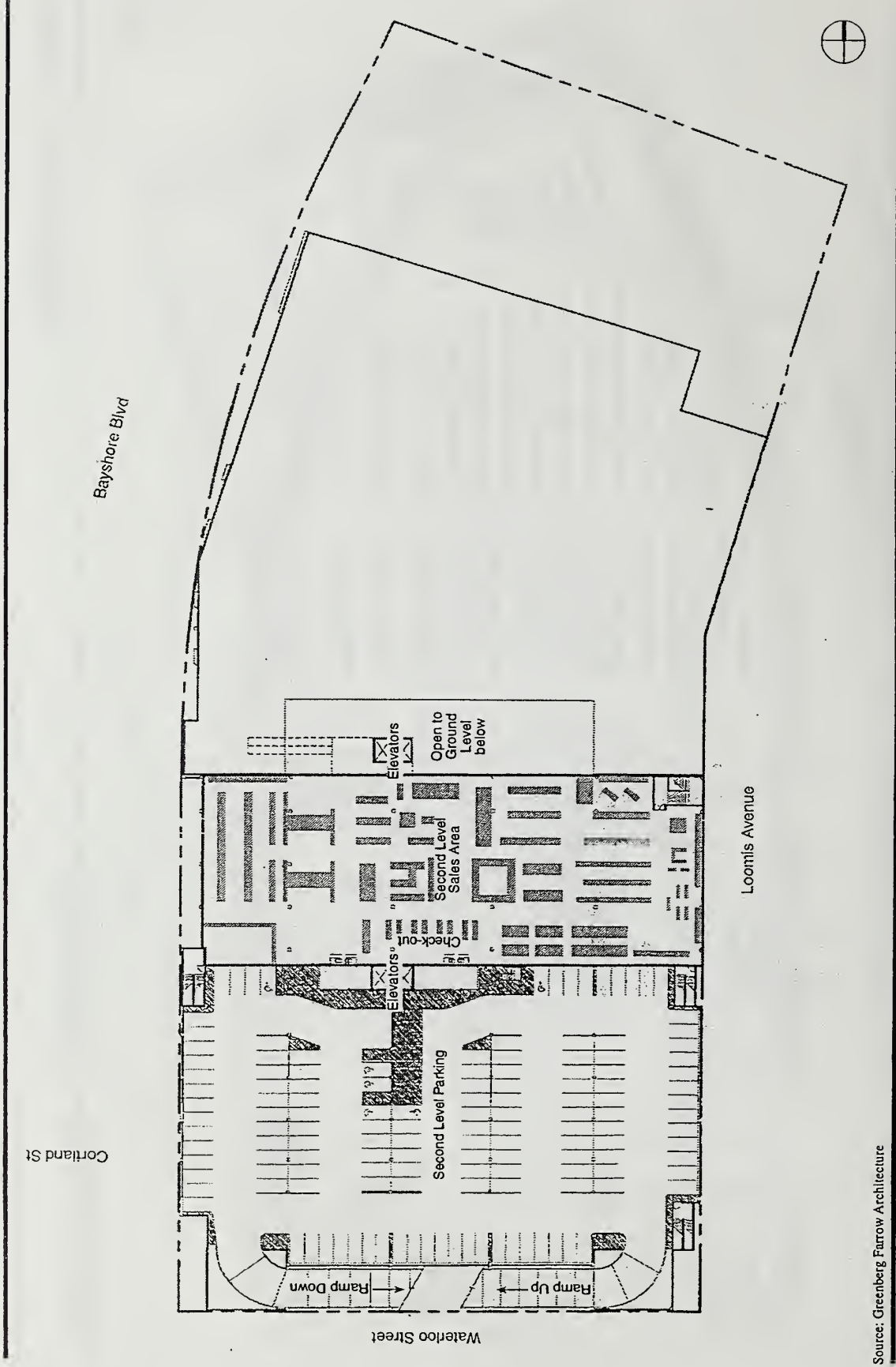
Source: Greenberg Farrow Architecture

SITE PLAN FIGURE 2

GROUND LEVEL PLAN FIGURE 3

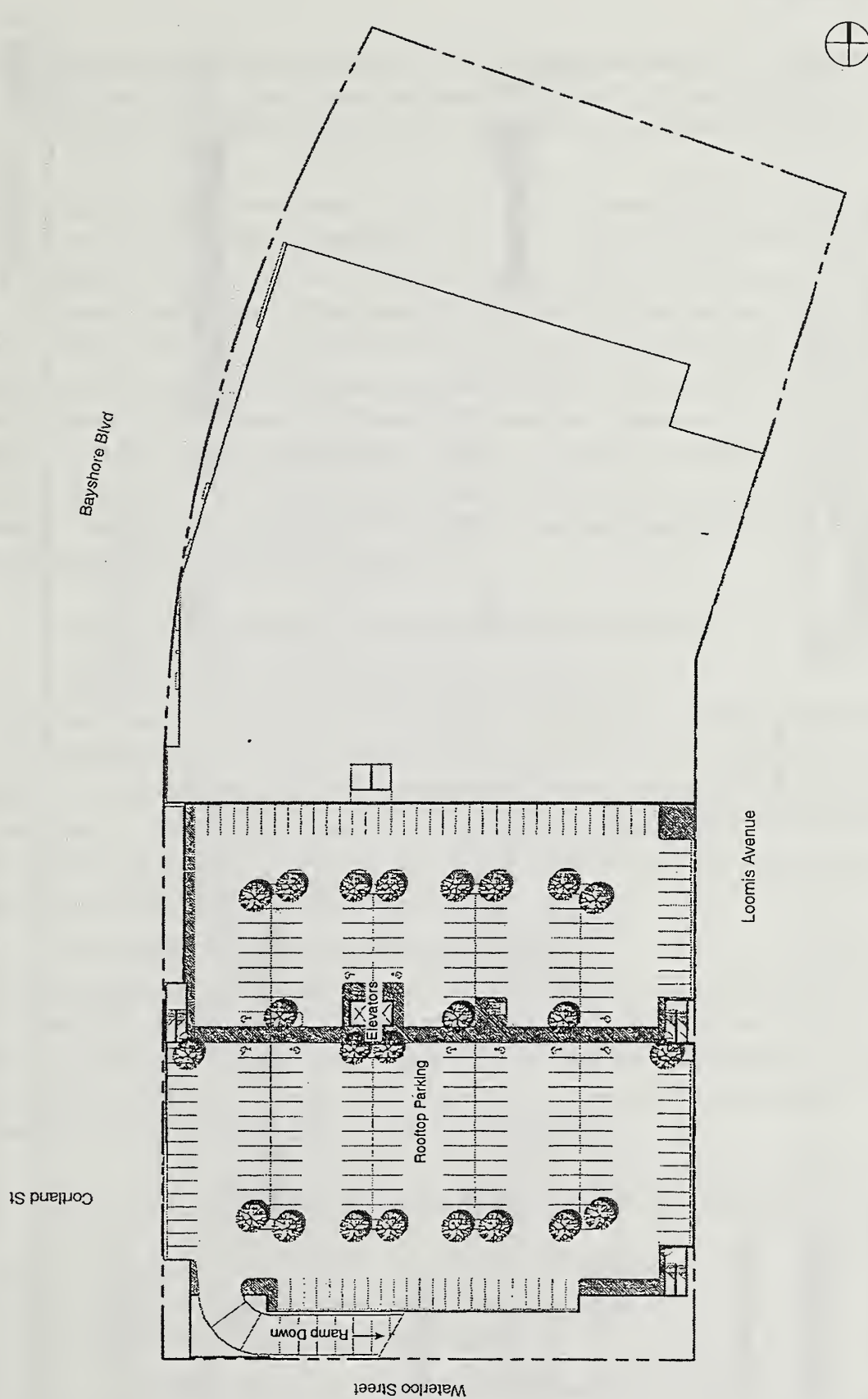


Source: Greenberg Farrow Architecture



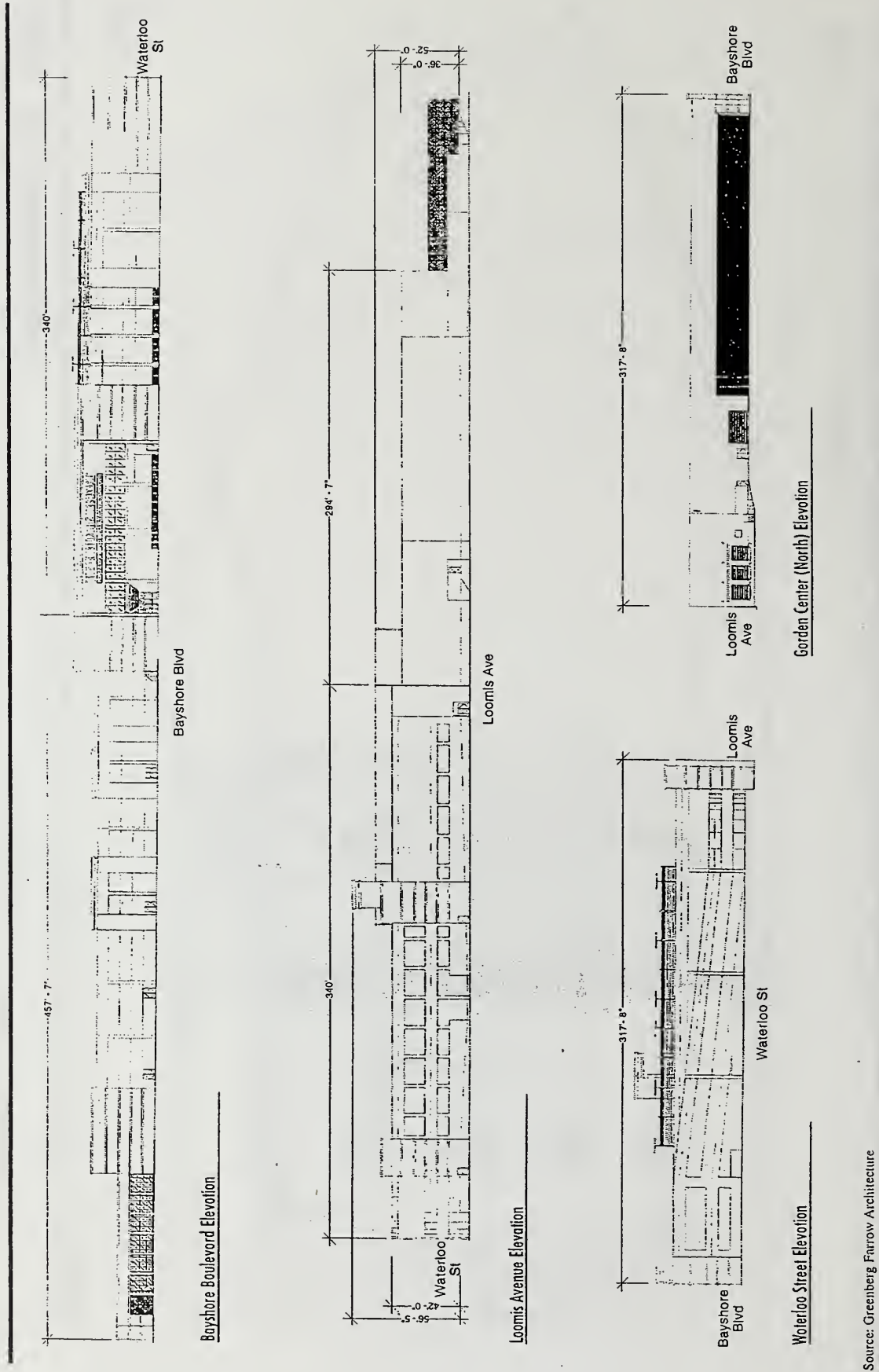
Source: Greenberg Farrow Architecture

SECOND LEVEL PLAN FIGURE 4



ROOFTOP PARKING PLAN FIGURE 5

Source: Greenberg Farrow Architecture



ELEVATIONS FIGURE 6

The zoning on this block of Bayshore Boulevard, as well as within one block of the project site (i.e., within an area encompassing nine blocks, with the subject block at the center), is M-1. The nearest residential development is west of Bayshore Avenue and west of U.S. 101 in the Bernal Heights neighborhood, about three blocks from the project site.

The buildings in the general area range from one to two stories, large in mass/bulk, with a mix of commercial activity, both industrial and retail in character. Some of the uses located immediately adjacent to the project site include fast food, auto body repair, and warehouse. Bayshore Builder's, a building supply warehouse, is located to the south, across Waterloo Street. Several industrial-type businesses are located east of the property across Loomis Street. A Jack in the Box and various one-and two-story industrial buildings, home supply stores, and retail warehouses are located to the west side, across Bayshore Boulevard. In the vicinity of the project site, U.S. 101 has north and southbound offramps at Silver Avenue, I-280 has on and offramps west of Alemany Boulevard/Industrial Street. U.S. 101 and I-280 merge at Cesar Chavez Street just south of the project site at the Alemany interchange. Cortland Avenue is the principal street through Bernal Heights and serves to connect Mission Street and Bayshore Boulevard. The subject site is on the eastern edge of the Bernal Heights neighborhood but is considered to be in the Bayview/Hunter's Point District of San Francisco.

II. SUMMARY OF POTENTIAL ENVIRONMENTAL EFFECTS

A. EFFECTS FOUND TO BE POTENTIALLY SIGNIFICANT

The proposed Home Depot project at 491 Bayshore/196 Loomis Avenue, a retail home improvement and supply store, is examined in this Initial Study to identify potential effects on the environment. On the basis of this study, project-specific effects and cumulative impacts that relate to transportation and air quality have been determined to be potentially significant, and will be analyzed in an Environmental Impact Report (EIR). In addition, the EIR will provide additional discussion of land use and hazards for informational purposes, although the impacts are determined in this Initial Study to be less than significant.

B. EFFECTS FOUND NOT TO BE SIGNIFICANT

The following potential environmental effects were determined either to be less than significant or to be reduced to a less than significant level through mitigation measures included in the Initial Study and project. These items are discussed in Section III below, and require no further environmental analysis in the EIR: land use, population, visual quality and glare, shadow, wind, noise, utilities/public services, biology, geology/topography, water, energy/natural resources, lead paint and asbestos hazards, and cultural resources.

III. ENVIRONMENTAL EVALUATION CHECKLIST AND DISCUSSION

A. COMPATIBILITY WITH ZONING, PLANS AND POLICIES

- | | <u>N/A</u> | <u>Discussed</u> |
|--|--------------------------|-------------------------------------|
| 1. Discuss any variances, special authorizations, changes proposed to the City Planning Code or Zoning Map, if applicable. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 2. Discuss any conflicts with any other adopted environmental plans and goals of the City or Region, if applicable. | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

The *San Francisco Planning Code*, which incorporates by reference the City's Zoning Maps, governs permitted uses, densities, and the configuration of buildings within San Francisco. Permits to construct new buildings (or to alter or demolish existing ones) may not be issued unless either the proposed project conforms to the *Code*, or an exception is granted pursuant to provisions of the *Code*. The project would not require any exceptions from the *City Planning Code*.

The project site is located in an M-1 (Light Industrial) zoning district in the Bayview Area. This site is also within a 65-J height and bulk district where heights up to 65 feet may be permitted. Bulk restrictions include a maximum building length of 250 feet and a maximum diagonal length of 300 feet. These restrictions would only apply if portions of the buildings exceeded 40 feet in height from the base of the buildings. The proposed new structures would be less than 40 feet in height, thus, the bulk restriction would not apply. The site is also within the Planning Commission's adopted Industrial Protection Zone (IPZ), and the proposed project would be a permitted use. Because the proposed development is not an office, housing and/or live/work, the mandatory discretionary review that is required under the IPZ resolution would not apply. The proposed construction of more than 148,000 square feet of retail space, if approved, would be subject to the application of the Jobs-Housing Linkage Program (Planning Code Section 313), which would require the project sponsor to construct affordable housing or to subsidize development of affordable housing by others.

Environmental plans and policies are those, like the *Bay Area Air Quality Plan*, that directly address environmental issues and/or contain targets or standards which must be met in order to preserve or improve characteristics of the City's physical environment. The EIR will address these plans and policies and note whether the proposed project would obviously or substantially conflict with them.

The City's *General Plan*, which provides general policies and objectives to guide land use decisions, contains some policies that relate to physical environmental issues. The current project would not obviously or substantially conflict with any such policy. In general, potential conflicts with the *General Plan* are considered by decision makers independently of the environmental review process, as part of the decision whether to approve or disapprove a proposed project. Any potential conflict not identified here could be considered in that context, and would not alter the physical environmental effects of the proposed project.

In November 1986, the voters of San Francisco approved *Proposition M, the Accountable Planning Initiative*, which added Section 101.1 to the *City Planning Code* to establish eight Priority Policies. These policies are: preservation and enhancement of neighborhood-serving retail uses; protection of neighborhood character; preservation and enhancement of affordable housing; discouragement of commuter automobiles; protection of industrial and service land uses from commercial office development and enhancement of resident employment and business ownership; maximization of earthquake preparedness; landmark and historic building preservation; and protection of open space. Prior to issuing a permit for any project that requires an Initial Study under CEQA, and prior to issuing a permit for any demolition, conversion, or change of use, and prior to taking any action which requires a finding of consistency with the *General Plan*, the City is required to find that the proposed project or legislation is consistent with the

Priority Policies. In reviewing the building permit and discretionary review applications for the proposed project, the Planning Department would evaluate the necessary findings of consistency with the Priority Policies.

The proposed project is in the San Francisco Redevelopment Agency's South Bayshore Survey Area. A Concept Plan for the area is in process and the project site is in a sub-area proposed for continued retail commercial use.

The Planning Commission must certify the EIR as a complete and accurate environmental document for the project prior to taking any approval actions. There are no specific approvals necessary for the project, however, the project may be subject to staff-initiated discretionary review by the Planning Commission. The relationship of the project to *Planning Code* requirements will be described in the EIR.

B. ENVIRONMENTAL EFFECTS

All items except Transportation/Circulation and Air Quality on the Initial Study Environmental Evaluation Checklist have been checked "No," indicating that, upon evaluation, staff has determined that the proposed project could not have a significant adverse environmental effect. For items where the conclusion is "To be Determined," the analysis will be included in the EIR. Several of the Checklist items have been checked "Discussed," indicating that the Initial Study text includes discussion about that particular issue. For all of the items checked "No" without a discussion, the conclusions regarding potential significant adverse environmental effects are based on field observation, staff experience and expertise on similar projects, and/or standard reference material available within the Planning Department such as the Department's *Transportation Guidelines for Environmental Review*, or the California Natural Diversity Data Base and maps, published by the California Department of Fish and Game. For each Checklist item, staff considered both the individual and cumulative impacts of the proposed project.

1. <u>Land Use</u> - Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
a. Disrupt or divide the physical arrangement of an established community?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Have any substantial impact upon the existing character of the vicinity?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The proposed use would be similar to some of the uses formerly existing at the site. Goodman's Lumber Company was a retail home improvement and building supply store that included an outdoor-garden center. Whole Earth Access was a retail store that sold home furnishings, appliances, books, computers, kitchen accessories and clothing. The proposed project would be a retail home improvement and supply store that includes an outdoor-garden center. The existing buildings on the site total approximately 107,000 sq.ft. and the new proposal would be about 153,100 sq.ft. The proposed project would be a larger development that would contain some of the previous uses on the site, and would increase the density of uses, number of customers and amount of vehicles on the site. The proposed project, however, would not essentially change the existing retail/light industrial character or physical arrangement

of the area. The use would be generally compatible with the mix of surrounding commercial and industrial uses in a dense urban area.

In conclusion, the proposed project would not result in significant adverse land use impacts. The EIR, however, will discuss land use issues for context and informational purposes.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
2. <u>Visual Quality</u> - Could the project:			
a. Have a substantial, demonstrable negative aesthetic effect?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Substantially degrade or obstruct any scenic view or vista now observed from public areas?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Generate obtrusive light or glare substantially impacting other properties?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The visual character of the site would change with the construction of the new buildings. The proposed 40-foot high buildings would be the largest along Bayshore Boulevard in the surrounding area. The project area has an industrial/commercial setting, and the proposed project would be similar in character to other buildings in the area. The proposed buildings would also be similar in height to most other buildings in the immediate project area, but would be larger in bulk. The proposed project, however, would not have a substantial, demonstrable negative aesthetic effect within its urban commercial and light industrial setting. The EIR will address the design of the project in relation to the proposed Industrial Area Design Guidelines for the South Bayshore Area Plan.

There is no existing scenic view or vista visible from the project site or its vicinity; therefore, the proposed project would not block or degrade any existing or public scenic views or vistas. The nearest residential development is west of Bayshore Avenue in the Bernal Heights neighborhood. The neighborhood is situated on a hill, at a higher elevation, therefore, the proposed project would not be expected to block or significantly modify existing private views from residents in the Bernal Heights neighborhood. It would, however, at least partially block or modify existing private views from some other buildings near the site. Given the mixed-use urban nature of the project's setting, the potential blockage of private views would not be considered a significant effect within the context of CEQA.

The project would comply with Planning Commission Resolution 9212, which prohibits the use of mirrored or reflective glass. Thus, the project would not result in the production of additional obtrusive glare affecting other properties. The project would continue to emit relatively low levels of light, similar to those generated in the past by the existing structures, and would not substantially increase ambient light levels in the project area. An approximately 4½-foot tall wall with a 6-foot trellis containing screening plants would be constructed along the periphery of the roof to shield the glare of parked cars and headlights from the surrounding neighborhood. The lighting for the rooftop parking would be directed downward away from the residences on Bernal Heights. Project light and glare would not result in adverse effects on nearby residents or businesses.

Because of the size and location of the proposed project, the effects on visual quality would not be considered significant and will not be addressed in the EIR.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
3. <u>Population</u> - Could the project:			
a. Induce substantial growth or concentration of population?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Displace a large number of people (involving either housing or employment)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Create a substantial demand for additional housing in San Francisco, or substantially reduce the housing supply?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The property has been vacant since August of 2000. Since the site is vacant, no job or housing displacement would occur with project implementation. It is expected that the proposed project would employ approximately 275 to 300 employees which would be drawn from the existing City and regional labor pool.² The project could generate as many as 2,500 to 3,000 shoppers per day, and would increase the concentration of people on the project site. While potentially noticeable to the immediately adjacent neighborhood, the anticipated increase of population on the site would not substantially increase the existing area-wide concentration of industrial activities or population, because the project area is a dense and populated urban area.

San Francisco's employment is projected to grow from about 535,000 employees to about 673,500 employees in 2015, an increase of 26 percent.³ Therefore, project related employment growth would constitute about 0.2 percent of citywide employment growth by the year 2015. This potential increase in employment would be minimal in the context of the total employment in greater San Francisco.

An estimated 311,340 households resided in San Francisco in 1995. By 2015, San Francisco households are expected to increase by 32,309 households, a 10 percent increase.⁴ Based on a nexus study prepared for the Jobs-Housing Linkage Program, the project would create a demand for about 85 dwelling units.⁵ Housing demand in and of itself is not a physical environmental effect under CEQA. Nonetheless, under the current requirements of Section 313 of

² Estimated employee figure provided by the project sponsor based on other store locations.

³ Keyser Marston Associates, Inc., San Francisco Cumulative Growth Scenario: Final Technical Memorandum, prepared for the San Francisco Redevelopment Agency, March 30, 1998

⁴ Keyser Marston Associates, Inc., cited in Note 1, above

⁵ This method uses the estimated project-related increase in employment (approximately 250 new employees) multiplied by the fraction of San Francisco employees who live in the City (55%). This result, the approximate number of project-related employees who would live in the City (138), is divided by the average number of San Francisco workers in households where San Francisco workers reside (1.63). The estimated housing demand would be 85 units ($250 \times 0.55 / 1.63 = 85$).

the *San Francisco Planning Code*, the project sponsor would be required to contribute to the affordable housing production in San Francisco, either by directly constructing housing units or by paying an in-lieu fee. Complying with the Jobs-Housing Linkage Program is the manner in which San Francisco typically addresses housing demand effects from individual development projects. Based on the above analysis, population and housing effects of the proposed project would not be a significant effect and will not be discussed in the EIR.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
4. <u>Transportation/Circulation</u> - Could the project:			
a. Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system?			<u>To be Determined</u>
b. Interfere with existing transportation systems, causing substantial alterations to circulation patterns or major traffic hazards?			<u>To be Determined</u>
c. Cause a substantial increase in transit demand which cannot be accommodated by existing or proposed transit capacity?			<u>To be Determined</u>
d. Cause a substantial increase in parking demand which cannot be accommodated by existing parking facilities?			<u>To be Determined</u>

The proposed project would include 550 parking spaces in a three-level parking garage for customers and employees. The increase in employees and customers on the project site would result in increased demands on the local transportation system, including increased traffic, transit demand, and parking demand. A Transportation Study will be conducted by a transportation consultant under the supervision of the Planning Department. The study will address the impacts of the proposed project on traffic and vehicular circulation, intersection operations, transit, pedestrian circulation, bicycling, parking, and freight loading during project construction and occupancy. The analysis will take into account the project's contribution to cumulative traffic impacts.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
5. <u>Noise</u> - Could the project:			
a. Increase substantially the ambient noise levels for adjoining areas?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Violate Title 24 Noise Insulation Standards, if applicable?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Be substantially impacted by existing noise levels?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Ambient noise levels in the vicinity of the project are typical of noise levels in industrial neighborhoods in San Francisco, which are dominated by vehicular traffic, including trucks, cars, MUNI buses, emergency vehicles, new construction in the area, and industrial activities. An emergency propane generator is proposed in an enclosed area on the project site. The generator would be in-line with the transformers and would not be expected to exceed current noise levels. The project would generate noise from vehicles arriving and departing from the parking structure and trucks making deliveries to the project site. In addition, there would be noise emanating from the outdoor garden center. Project generated noise, however, would be similar to the existing noise environment, which

is generally accepted in urban areas. Title 24 Noise Insulation Standards of the California Government Code pertain to residential use and are not applicable to the project.

The noise generated by occupancy of the proposed project would not be considered a significant impact of the proposed project and will not be discussed in the EIR.

Construction Noise

Construction-related activities would typically occur Monday through Friday from 6:00 A.M. to 5:00 P.M. It is anticipated that construction activities may occur on weekends or extended hours on weekdays if necessary. The construction period would last approximately 14 to 18 months. Building construction would require pile driving, temporarily increasing noise in the site vicinity. Noise levels at receptors near the project site would depend on their distance from the source and on the presence of noise barriers. To mitigate any impacts associated with noise generated from pile driving, the project would comply with regulations set forth in the San Francisco Noise Ordinance (Article 29 of the *San Francisco Police Code*). The Noise Ordinance requires that construction work be conducted in the following manner: 1) noise levels of construction equipment, other than impact tools, must not exceed 80 decibels (dBA; a unit of measure for sound - "A" denotes the A-weighted scale, which simulates the response of the human ear to various frequencies of sound) at a distance of 100 feet from the source (the equipment generating the noise); 2) impact tools must have intake and exhaust mufflers that are approved by the Director of the Department of Public Works to best accomplish maximum noise reduction; and 3) if the noise from the construction work would exceed the ambient noise levels at the site property line by 5 dBA, the work must not be conducted between 8:00 P.M. and 7:00 A.M., unless the Director of the Department of Public Works authorizes a special permit for conducting the work during that period. During the construction period for the proposed project, construction noise and possibly vibration could be considered an annoyance by occupants of the nearby properties.

The Department of Building Inspection (DBI) is responsible for enforcing the Noise Ordinance for private construction projects during normal business hours (8:00 A.M. to 5:00 P.M.). The Police Department is responsible for enforcing the Noise Ordinance during all other hours. The increase in noise in the project area during project construction would not be considered a significant impact of the proposed project because the construction noise would be temporary, intermittent, and restricted in occurrence and level, as the contractor would be obliged to comply with the City's Noise Ordinance.

Because project construction noise would be temporary and intermittent and thus would not be considered significant, construction noise requires no further analysis and will not be addressed in the EIR.

Traffic Noise

Generally, traffic must double in volume to produce a noticeable increase in noise levels. The project would not cause a doubling in traffic volumes in the project area, and therefore would not cause a noticeable increase in the ambient noise level in the project vicinity. Thus, traffic noise will not be discussed in the EIR.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
6. <u>Air Quality/Climate</u> - Could the project:			
a. Violate any ambient air quality standard or contribute substantially to an existing or projected air quality violation?			<u>To be Determined</u>
b. Expose sensitive receptors to substantial pollutant concentrations?			<u>To be Determined</u>
c. Permeate its vicinity with objectionable odors?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
d. Alter wind, moisture or temperature (including sun shading effects) so as to substantially affect public areas, or change the climate either in the community or region?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Air Quality

The Bay Area Air Quality Management District (BAAQMD) has identified size thresholds for various land uses, which, based on default assumptions, would result in mobile source emissions exceeding the District's threshold of significance for nitrogen oxides (NO_x).⁶ The District recommends more detailed analysis for any project whose size is near or exceeds the threshold of 80 pounds per day for ROG (reactive organic gases), Nox (nitrogen oxides) or PM10 (fine particulate matter). The equivalent threshold for CO (carbon monoxide) is 550 pounds. The proposed project could exceed the District's threshold. Therefore, air quality impacts, including project construction and local and regional impacts of project operation, will be analyzed in the EIR.

Odors

The proposed project would be retail home improvement and supply store, and would not contain products or generate uses that would permeate its vicinity with objectionable odors.

Shadow

The new buildings would shade adjacent properties but would not increase the total amount of shading in the neighborhood above levels that are common and generally accepted in urban areas. Therefore, shadowing from the proposed project is not considered to be a significant adverse impact on the City's environment. Section 295 of the *City Planning Code* was adopted in response to Proposition K (passed in November 1984) in order to protect certain public open spaces from shadowing by new structures during the period between one hour after sunrise and one hour before sunset, year round. Section 295 would not apply, because the new proposed structures would not exceed 40 feet in height.

⁶ Bay Area Air Quality Management District, *BAAQMD CEQA Guidelines, Assessing the Air Quality Impacts of Projects and Plans*, April 1996, Revised December 1999.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
7. <u>Utilities/Public Services</u> - Could the project:			
a. Breach published national, state or local standards relating to solid waste or litter control?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Extend a sewer trunk line with capacity to serve new development?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Substantially increase demand for schools, recreation or other public facilities?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. Require major expansion of power, water, or communications facilities?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The proposed project would increase demand for and use of public services and utilities on the site, but not in excess of amounts expected and provided for in this area. San Francisco consumers have recently experienced rising energy costs and uncertainties regarding the supply of electricity. The root causes of these conditions are under investigation and are the subject of much debate. Part of the problem may be that the State does not generate sufficient energy to meet its demand and must import energy from outside sources. Another part of the problem may be the lack of cost controls as a result of deregulation. The California Energy Commission (CEC) is currently considering applications for the development of new power-generating facilities in San Francisco, the Bay Area, and elsewhere in the State. These facilities could supply additional energy to the power supply "grid" within the next few years. These efforts, together with conservation, will be part of the statewide effort to achieve energy sufficiency. The project-generated demand for electricity would be negligible in the context of overall demand within San Francisco and the State, and would not in and of itself require a major expansion of power facilities. Therefore, the energy demand associated with the proposed project would not result in a significant physical environmental effect.

In conclusion, the proposed project would not result in significant adverse impacts on public services and utilities. Therefore, the EIR will not discuss public services and utilities.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
8. <u>Biology</u> - Could the project:			
a. Substantially affect a rare or endangered species of animal or plant, or the habitat of the species?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Substantially diminish habitat for fish, wildlife or plants, or interfere substantially with the movement of any resident or migratory fish or wildlife species?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Require removal of substantial numbers of mature, scenic trees?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The site is within a developed area of the City, and does not provide habitat for any rare or endangered plant or animal species. No other important biological resources are likely since the site has been disturbed by humans for

many years. No trees would be removed. In conclusion, the proposed project would not result in significant adverse impacts on biology. Therefore, the EIR will not discuss biology.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
9. <u>Geology/Topography</u> - Could the project:			
a. Expose people or structures to major geologic hazards (slides, subsidence, erosion and liquefaction)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Change substantially the topography or any unique geologic or physical features of the site?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The project site is in a Special Geologic Study Area as shown in Map 3 in the Community Safety Element of the *San Francisco General Plan*. This map indicates areas in which one or more geologic hazards exist. The project sponsor has provided a geotechnical investigation report prepared by a California-licensed geotechnical engineer (Geotechnical Professionals, Inc. [GPI], October 18, 2001) that is on file with the Planning Department and available for public review as part of the project file. The recommendations contained in the report include but are not limited to:

- The site soil profile encountered 9 to 22 feet of uncompacted and undocumented fills. The Home Depot building and parking garage should be supported on precast, prestressed, concrete piles which derive their support from friction and end-bearing in the dense and stiff soils underlying the site.
- The seven feet of fill required to raise the grades along the eastern portion of the site would experience about 14 inches of settlement over thirty years. Access to the structure on the east side would require a transition or hinged slab to allow for the anticipated long term settlement.
- The long term settlement caused by additional fill placement should be considered when designing and installing below slab utilities and utilities transitioning from outside to inside the building.
- In areas where the grades are not being raised and the bay mud deposits are thin, access to and from the site along the west side would not require a transition structure (i.e. hinged slab).
- Since the structures should be pile supported, further mitigation of the buildings to resist liquefaction of the materials would not be needed.
- The depth to a suitable bearing layer for the piles should vary from 30 to 115 feet below grade.
- Due to the densification of the fills under the site, there is a potential for subsidence of paved areas and utilities not supported on pile foundations. To help mitigate some of the settlements, the near surface soils should be proofrolled with a heavy vibratory roller.
- Since groundwater was encountered at a depth of 9 to 14 feet, deep excavations, such as for utility installation, will encounter soft and wet soils and may require dewatering.
- Positive surface gradients should be provided adjacent to all structures so as to direct surface water runoff and roof drainage away from foundations and slabs toward suitable discharge facilities. Planters adjacent

to the structures should be avoided. If required, such planters should be lined and provided with subsurface drainage to collect excess irrigation water. Long term ponding of surface water should not be allowed on pavements or adjacent to buildings.

- Since it was not possible to perform geotechnical explorations at several locations on the site due to the existing buildings, completion of the planned explorations should be done when the demolition of the existing buildings is complete.

The geotechnical report found the site suitable for development providing that the recommendations included in the report were incorporated into the design and construction of the proposed development. The sponsor has agreed to follow the recommendations of the report in constructing the project.

Any groundwater encountered during construction of the proposed project would be subject to requirements of the City's Industrial Waste Ordinance (Ordinance Number 199-77), requiring that groundwater meet specified water quality standards before it may be discharged into the sewer system. The Bureau of Systems Planning, Environment and Compliance of the S.F. Public Utilities Commission must be notified of projects necessitating dewatering, and may require water analysis before discharge. Should dewatering be necessary, the final soils report would address the potential settlement and subsidence impacts of this dewatering. Based upon this discussion, the report would contain a determination as to whether or not a lateral movement and settlement survey should be done to monitor any movement or settlement of surrounding buildings and adjacent streets. If a monitoring survey is recommended, the Department of Public Works would require that a Special Inspector (as defined in Article 3 of the *Building Code*) be retained by the project sponsor to perform this monitoring.

Groundwater observation wells would be installed to monitor potential settlement and subsidence. If, in the judgment of the Special Inspector, unacceptable movement were to occur during dewatering, groundwater recharge would be used to halt this settlement. Costs for the survey and any necessary repairs to service lines under the street would be borne by the project sponsor.

The final building plans would be reviewed by the Department of Building Inspection (DBI). In reviewing building plans, the DBI refers to a variety of information sources to determine existing hazards and assess requirements for mitigation. Sources reviewed include maps of Special Geologic Study Areas and known landslide areas in San Francisco as well as the building inspectors' working knowledge of areas of special geologic concern. The above referenced geotechnical investigation would be available for use by the DBI during its review of building permits for the site. Also, DBI could require that additional site-specific soils report(s) be prepared in conjunction with permit applications, as needed. Therefore, potential damage to structures from geologic hazards on a project site would be mitigated through the DBI review of the building permit application pursuant to DBI implementation of the *Building Code*. The EIR will not address geology and soils.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
10. <u>Water</u> - Could the project:			
a. Substantially degrade water quality, or contaminate a public water supply?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Substantially degrade or deplete groundwater resources, or interfere substantially with groundwater recharge?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Cause substantial flooding, erosion or siltation?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Records indicate that a 550-gallon-gasoline underground storage tank (UST) was removed in May of 1990 under the requirement of San Francisco Department of Public Health, Local Oversight Program (DPH-LOP) and Department of Fire Prevention. Two- 4,000-gallon-USTs were also removed from the site in February of 1999 under the requirements of DPH and the BAAQMD.

Soil results from the removal of the 550-gallon-gasoline-UST found total petroleum hydrocarbons as gasoline (TPH-G), benzene, toluene, ethylbenzene and xylenes (BTEX). Soil samples collected from the bottom of the excavation for the two former 4,000-gallon-USTs found TPH-G, BTEX, methyl-tert-butyl-ether (MTBE) and total lead (Pb). Groundwater samples were also taken and reveal TPH-G, BTEX, and MTBE. The Department of Public Health Local Oversight Program requested a work plan addressing the groundwater contamination, specifically requesting at least one groundwater-monitoring well to be installed within 10 feet of the former excavation of the two 4,000-gallon-USTs and quarterly monitoring of the well for a period of one year. According to the DPH-LOP, the first three quarterly monitoring sets of results for the groundwater sample from the monitoring well were negative (there were no elevated concentrations of contaminants).

The proposed project would not affect groundwater resources and would not interfere with groundwater recharge.

In conclusion, the proposed project would not result in significant adverse impacts on surface water or groundwater quality. Therefore, the EIR will not discuss water.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
11. <u>Energy/Natural Resources</u> - Could the project:			
a. Encourage activities which result in the use of large amounts of fuel, water, or energy, or use these in a wasteful manner?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Have a substantial effect on the potential use, extraction, or depletion of a natural resource?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The Department of Building Inspection requires that new buildings in San Francisco conform to energy conservation standards specified by Title 24 of the *California Code of Regulations*. Documentation showing compliance with these standards is submitted with the application for the building permit. Title 24 is enforced by the Department of

Building Inspection. No substantial environmental effects are expected from the proposed project, and energy consumption will not be discussed in the EIR.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
12. <u>Hazards</u> - Could the project:			
a. Create a potential public health hazard or involve the use, production or disposal of materials which pose a hazard to people or animal or plant populations in the area affected?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Interfere with emergency response plans or emergency evacuation plans?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Create a potentially substantial fire hazard?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

A Phase I Environmental Site Assessment (ESA) of the project site was conducted by an independent consultant (Stechmann Geoscience, Inc. (SGI), March 20, 2001). The Phase I ESA was conducted to identify possible environmental concerns related to on-site or nearby chemical use, storage, handling, spillage, and/or on-site disposal, with particular focus on potential degradation of soil and groundwater quality. A Phase II investigation was also conducted by SGI in April 2001 to assess petroleum hydrocarbons and heavy metals in the soil. A copy of the Phase I and Phase II ESA is available for review as part of the project file at the Planning Department, 1660 Mission Street.

The potential for effects of the hazardous materials on the site will be discussed in the EIR for informational purposes.

The Maher Ordinance is a San Francisco Regulation which requires certain environmental actions for various sites but those primarily "Bayward of the high-tide line". The site is not within the limits of the ordinance, however, the project site is underlain by bay mud deposits to depths of 20 to 92 feet and may have been part of the original bay.

Asbestos

The existing buildings on the project site were constructed in the 1950s and 1960s, a period of time when asbestos was used in buildings. Asbestos materials may be found within the existing structures on site which are proposed to be demolished as part of the project. Section 19827.5 of the California Health and Safety Code, adopted January 1, 1991, requires that local agencies not issue demolition or alteration permits until an applicant has demonstrated compliance with notification requirements under applicable Federal regulations regarding hazardous air pollutants, including asbestos. The Bay Area Air Quality Management District (BAAQMD) is vested by the California legislature with authority to regulate airborne pollutants, including asbestos, through both inspection and law enforcement, and is to be notified ten days in advance of any proposed demolition or abatement work.

Notification includes the names and addresses of operations and persons responsible; description and location of the structure to be demolished/altered including size, age and prior use, and the approximate amount of friable asbestos; scheduled starting and completion dates of demolition or abatement; nature of planned work and methods to be

employed; procedures to be employed to meet BAAQMD requirements; and the name and location of the waste disposal site to be used. The District randomly inspects asbestos removal operations. In addition, the District will inspect any removal operation concerning which a complaint has been received.

The local office of the State Occupational Safety and Health Administration (OSHA) must be notified of asbestos abatement to be carried out. Asbestos abatement contractors must follow state regulations contained in 8CCR1529 and 8CCR341.6 through 341.14 where there is asbestos-related work involving 100 square feet or more of asbestos containing material. Asbestos removal contractors must be certified as such by the Contractors Licensing Board of the State of California. The owner of the property where abatement is to occur must have a Hazardous Waste Generator Number assigned by and registered with the Office of the California Department of Health Services in Sacramento. The contractor and hauler of the material is required to file a Hazardous Waste Manifest which details the hauling of the material from the site and the disposal of it. Pursuant to California law, the Department of Building Inspection (DBI) would not issue the required permit until the applicant has complied with the notice requirements described above.

These regulations and procedures, already established as a part of the permit review process, would insure that any potential impacts due to asbestos would be reduced to a level of insignificance.

Lead-based paint

Lead paint may be found in the existing buildings, constructed in the 1950s and 1960s, and proposed for demolition as part of the project. Demolition must comply with Chapter 36 of the San Francisco Building Code, Work Practices for Exterior Lead-Based Paint. Where there is any work that may disturb or remove lead paint on the exterior of any building built prior to December 31, 1978, Chapter 36 requires specific notification and work standards, and identifies prohibited work methods and penalties.

Chapter 36 applies to buildings or steel structures on which original construction was completed prior to 1979 (which are assumed to have lead-based paint on their surfaces), where more than ten total square feet of lead-based paint would be disturbed or removed. The ordinance contains performance standards, including establishment of containment barriers, at least as effective at protecting human health and the environment as those in the HUD Guidelines (the most recent Guidelines for Evaluation and Control of Lead-Based Paint Hazards) and identifies prohibited practices that may not be used in disturbance or removal of lead-based paint. Any person performing work subject to the ordinance shall make all reasonable efforts to prevent migration of lead paint contaminants beyond containment barriers during the course of the work, and any person performing regulated work shall make all reasonable efforts to remove all visible lead paint contaminants from all regulated areas of the property prior to completion of the work.

The ordinance also includes notification requirements, contents of notice, and requirements for signs. Notification includes notifying bidders for the work of any paint-inspection reports verifying the presence or absence of lead-based paint in the regulated area of the proposed project. Prior to commencement of work, the responsible party

must provide written notice to the Director of the Department of Building Inspection, of the location of the project; the nature and approximate square footage of the painted surface being disturbed and/or removed; anticipated job start and completion dates for the work; whether the responsible party has reason to know or presume that lead-based paint is present; whether the building is residential or nonresidential, owner-occupied or rental property, approximate number of dwelling units, if any; the dates by which the responsible party has or will fulfill any tenant or adjacent property notification requirements; and the name, address, telephone number, and pager number of the party who will perform the work. (Further notice requirements include Sign When Containment is Required, Notice by Landlord, Required Notice to Tenants, Availability of Pamphlet related to protection from lead in the home, Notice by Contractor, Early Commencement of Work [by Owner, Requested by Tenant], and Notice of Lead Contaminated Dust or Soil, if applicable.) The ordinance contains provisions regarding inspection and sampling for compliance by DBI, and enforcement, and describes penalties for non-compliance with the requirements of the ordinance.

These regulations and procedures by the *San Francisco Building Code* would ensure that potential impacts of demolition, due to lead-based paint, would be reduced to a level of insignificance.

The presence of asbestos and lead paint on the project site would not be considered potentially significant impacts. The EIR will address the potential sources of hazardous substances as a result of activities on and off the site that may have involved handling, storage, or disposal of hazardous substances that could affect the quality of soils or groundwater. A Site Mitigation Plan and a Soil Management Plan prepared to safely remediate the site will also be discussed in the EIR.

Fire Safety

San Francisco ensures fire safety primarily through provisions of the *Building Code* and the *Fire Code*. Existing buildings are required to meet standards contained in these codes. The proposed project would conform to these standards, which (depending on building type) may also include development of an emergency procedure manual and an exit drill plan. In this way, potential fire hazards (including those associated with hillside development, hydrant water pressure, and emergency access) would be mitigated during the permit review process. The environmental effects of the proposed project would not be expected to interfere with emergency response times in the area.

Yes No Discussed

13. Cultural - Could the project:

- | | | | |
|---|--------------------------|-------------------------------------|--------------------------|
| a. Disrupt or adversely affect a prehistoric or historic archaeological site or a property of historic or cultural significance to a community, ethnic or social group; or a paleontological site except as a part of a scientific study? | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| b. Conflict with established recreational, educational, religious or scientific uses of the area? | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
c. Conflict with the preservation of buildings subject to the provisions of Article 10 or (proposed) Article 11 of the City Planning Code?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The existing structures on the site are not of historic architectural merit because they are standard industrial buildings built in the last fifty years and were not designed by significant architects. Therefore, there would be no effect on historic architectural resources. Development of the site would require excavations of approximately 8,500 cubic yards of soil for footings and foundation. The foundation system would include pile driving.

Factors considered in order to determine the potential for encountering archaeological resources include location, depth and amount of excavation proposed, as well as any existing information about known resources in the area. The project site is in an area where no significant archaeological resources have been identified, and where some previous site-disturbance may have taken place (for street grading and for construction of former buildings). Since the project would not involve extensive excavation, the project would be unlikely to disturb subsurface cultural resources, historic, or prehistoric, should such resources exist on or near the project site. Nonetheless, the excavation and foundation design proposed as part of the project may impact unknown subsurface features/resources. For this reason, the project sponsor has agreed to implement Mitigation Measure 1, to avoid adverse effects on historic resources. The proposed project would not have any significant impact on architectural or historical resources and will not be discussed further in the EIR.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
C. OTHER			
Require approval and/or permits from City Departments other than the Planning Department or Department of Building Inspection or from Regional, State or Federal Agencies?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The proposed project is consistent with all applicable zoning controls; however, the project may be subject to staff-initiated discretionary review by the Planning Commission. The improvements to the traffic signals, pedestrian crosswalks, the median, and southbound left-turn traffic at Bayshore Boulevard and Cortland Avenue are subject to review by the Interdepartmental Staff Committee on Traffic and Transportation.

In response to a September 21, 2001 Preliminary Mitigated Negative Declaration for the project, concerns were expressed regarding the proposed use, use size, air quality and traffic impacts. These issues will be addressed in the EIR.

D. MITIGATION MEASURES PROPOSED AS PART OF THE PROJECT

	<u>Yes</u>	<u>No</u>	<u>N/A</u>	<u>Discussed</u>
1. Could the project have significant effect if mitigation measures are not included in the project?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2. Are all mitigation measures necessary to eliminate significant effects included in the project?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

The following mitigation measures are related to topics determined to require no further analysis in the EIR. The EIR will contain a Mitigation Measures chapter which describes these measures and includes other measures which would or could be adopted to reduce potential adverse effects of the project will be identified in the EIR.

The project sponsor has agreed to implement the following mitigation measures:

Mitigation Measure 1

Cultural Resources: Should evidence of archaeological resources of potential significance be found during ground disturbance, the project sponsor would immediately notify the Environmental Review Officer (ERO) and would suspend any excavation which the ERO determined could damage such archaeological resources. Excavation or construction activities which might damage discovered cultural resources would be suspended for a total maximum of four weeks over the course of construction.

After notifying the ERO, the project sponsor would select an archaeologist to assist the Office of Environmental Review in determining the significance of the find. The archaeologist would prepare a draft report containing an assessment of the potential significance of the find and recommendations for what measures should be implemented to minimize potential effects on archaeological resources. Based on this report, the ERO would recommend specific additional mitigation measures to be implemented by the project sponsor.

Mitigation measures might include a site security program, additional on-site investigations by the archaeologist, and/or documentation, preservation, and recovery of cultural materials. Finally, the archaeologist would prepare a draft report documenting the cultural resources that were discovered, an evaluation as to their significance, and a description as to how any archaeological testing, exploration and/or recovery program was conducted.

Copies of all draft reports prepared according to this mitigation measure would be sent first and directly to the ERO for review. Following approval by the ERO, copies of the final report(s) would be sent by the archaeologist directly to the President of the Landmarks Preservation Advisory Board and the California Archaeological Site Survey Northwest Information Center. Three copies of the final archaeology report(s) shall be submitted to the Office of Environmental Review, accompanied by copies of the transmittals documenting its distribution to the President of the Landmarks Preservation Advisory Board and the California Archaeological Site Survey Northwest Information Center.

E. ALTERNATIVES

Alternatives to the proposed project will be defined further and described in the EIR. At a minimum, the alternatives analyzed in the EIR will include the following:

1. A No Project Alternative in which the project site would remain in its existing condition, with two vacant commercial buildings.
2. A Variant No Project Alternative in which the two existing buildings on site would be reused as permitted by zoning with no discretionary approvals.
3. A Smaller Alternative, in which the proposed uses would be at a lower level of intensity.

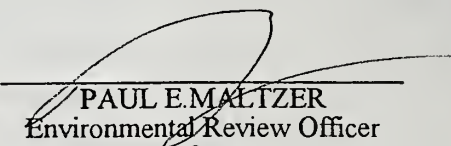
F. MANDATORY FINDINGS OF SIGNIFICANCE

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
1. Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or pre-history?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Does the project have the potential to achieve short-term, to the disadvantage of long-term, environmental goals?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Does the project have possible environmental effects which are individually limited, but cumulatively considerable? (Analyze in the light of past projects, other current projects, and probable future projects.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Would the project cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

G. ON THE BASIS OF THIS INITIAL STUDY

- ☐ I find the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared by the Department of City Planning.
- ☐ I find that although the proposed project could have a significant effect on the environment, there WILL NOT be a significant effect in this case because the mitigation measures in the discussion have been included as part of the proposed project. A NEGATIVE DECLARATION will be prepared.
- ☒ I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.

Date: March 6, 2002


PAUL E. MALTZER
Environmental Review Officer
for
Gerald G. Green
Director of Planning

Appendix B

Intersection Level of Service Designations

APPENDIX B

INTERSECTION LEVEL OF SERVICE DESIGNATIONS

Existing and future traffic conditions at signalized intersections within the primary study area have been evaluated using the TRAF-NETSIM Traffic Simulation Model. Conditions at signalized intersections in the secondary study area have been evaluated using the *1985 Highway Capacity Manual* (Transportation Research Board, 1985) operations methodology. Both methodologies use the concept of Level of Service (LOS), which, for signalized intersections, is defined in terms of delay, or waiting time at a signal. Delay is a measure of driver discomfort, frustration, fuel consumption, and lost travel time. Intersection LOS, determined according to the vehicle delay in seconds per vehicle, range from LOS A (very low delay) to LOS F (forced flow). Table B-1 provides more detailed descriptions of the six LOS, A through F, for signalized intersections using the *1985 Highway Capacity Manual* method. The TRAF-NETSIM simulation calculates LOS in much the same way, with similar results, but refines the analysis based on signal progression along streets, such as the Embarcadero, and based on spill-back, when queues from one intersection extend back to a previous intersection.

In the past, for planning applications, the City of San Francisco has used a slightly different methodology than the TRAF-NETSIM or *1985 Highway Capacity Manual* to analyze operations at signalized intersections. That method, known as the *Critical Lane Analysis* (Transportation Research Circular Number 212, Transportation Research Board, 1980), determines the ratio of critical opposing traffic volumes to theoretical intersection capacity, yielding the volume-to-capacity (v/c) ratio. Intersection LOS, determined according to the value of the v/c ratio, range from LOS A (free flowing condition) to LOS F (severely congested conditions). Table B-2 provides more detailed descriptions of the six LOS, A through F, for signalized intersections using the *Critical Lane Analysis* methodology.

Although the two methodologies for calculating the LOS differ, there is usually a good correlation between the LOS calculated using either method of analysis. It is only when high levels of congestion occur that differences between the two methodologies may be more apparent. As an example, using the *1985 Highway Capacity Manual* methodology, an intersection may be operating at a LOS F, with poor traffic progression, many signal cycle failures and vehicle delays above 60 seconds per vehicle; however, the v/c ratio could be below one, which would mean a LOS E using the *Critical Lane Analysis* methodology. Conversely, using the *1985 Highway Capacity Manual* methodology, an intersection may be operating at LOS D, with an efficient signal progression handling large traffic volumes; however, the v/c ratio could be above 0.9, which would mean a LOS E using the *Critical Lane Analysis* methodology.

TABLE B-1
SIGNALIZED INTERSECTION LEVEL OF SERVICE DEFINITIONS BASED ON DELAY

LEVEL OF SERVICE	TYPICAL DELAY (SEC/VEH)	TYPICAL TRAFFIC CONDITION
A	≤ 5.0	Insignificant Delays: No approach phase is fully utilized and no vehicle waits longer than one red indication.
B	5.1 - 15.0	Minimal Delays: an occasional approach phase is fully utilized. Drivers begin to feel restricted.
C	15.1 - 25.0	Acceptable Delays: Major approach phase may become fully utilized. Most drivers feel somewhat restricted.
D	25.1 - 40.0	Tolerable Delays: Drivers may wait through more than one red indication. Queues may develop but dissipate rapidly, without excessive delays.
E	40.1 - 60.0	Significant Delays: Conditions are generally the limit of acceptable delays. Vehicles may wait through several signal cycles and long queues of vehicles from upstream.
F	> 60.0	Excessive Delays: Represents unacceptable conditions with extremely long delays. Queues may block upstream intersections.

Sources: *Highway Capacity Manual*, Highway Research Board, Special Report No. 209, Washington, D.C., 1985; *Interim Materials on Highway Capacity*, Circular 212, Transportation Research Board, 1980; Korve Engineering.

TABLE B-2
ARTERIAL LEVEL OF SERVICE DEFINITIONS BASED ON TRAVEL SPEED

ARTERIAL CLASS	I	II	III
RANGE OF FREE FLOW SPEEDS (mph)	45 to 35	35 to 30	35 to 25
TYPICAL FREE FLOW SPEED (mph)	40	35	27
LEVEL OF SERVICE	AVERAGE TRAVEL SPEED (mph)		
A	≥ 35	≥ 30	≥ 25
B	≥ 28	≥ 24	≥ 19
C	≥ 22	≥ 18	≥ 13
D	≥ 17	≥ 14	≥ 9
E	≥ 13	≥ 10	≥ 7
F	< 13	< 10	< 7

- Level of Service A: Primarily free-flow operations at average travel speeds, usually about 90 percent of the free flow speed for the arterial class. Vehicles are completely unimpeded in their ability to maneuver within the traffic stream. Stopped delay at signalized intersections is minimal.
- Level of Service B: Reasonably unimpeded operations at average travel speeds, usually about 70 percent of the free flow speed for the arterial class. The ability to maneuver within the traffic stream is only slightly restricted and stopped delays are not bothersome. Drivers are not generally subjected to appreciable tension.
- Level of Service C: Stable operations. However, ability to maneuver and change lanes in mid-block locations may be more restricted than in LOS B, and longer queues and/or adverse signal coordination may contribute to lower average travel speeds of about 50 percent of the average free flow speed for the arterial class. Motorists will experience an appreciable tension while driving.
- Level of Service D: Borders on a range on which small increases in flow may cause substantial increases in approach delay and, hence, decreases in arterial speed. This may be due to adverse signal progression, inappropriate signal timing, high volumes, or some combination of these. Average travel speeds are about 40 percent of free flow speed.
- Level of Service E: Significant approach delays and average travel speeds of one-third the free flow speed or lower. Such operations are caused by some combination of adverse progression, high signal density, extensive queuing at critical intersections, and inappropriate signal timing.
- Level of Service F: Extremely low speeds below one-third to one-quarter of the free flow speed. Intersection congestion is likely at critical signalized locations, with high approach delays resulting. Adverse progression is frequently a contributor to this condition.

Source: Highway Capacity Manual, Special Report 209, Transportation Research Board, 1980.

To estimate the number of trips that would be generated by the proposed project during the weekday PM peak hour and the Saturday midday peak hour, driveway counts were performed at similar Home Depot stores in California (see Table B-3). From this data, vehicle-trip generation rates were developed based on the size of the stores (including the Garden Center) and the peak hour in/out volumes (which include both customer and employee trips). During the weekday PM peak hour, the average trip generation rate for these study locations was 5.54 vehicle-trips per 1,000 square, with approximately 48 percent of the vehicle-trips inbound to the site and 52 percent outbound from the site (see Table B-4). During the Saturday midday peak hour, the average trip generation rate was 8.88 vehicle-trips per 1,000 square feet, with approximately 52 percent inbound to the site and 48 percent outbound from the site.

Weekday Peak Hour of Activity Trip Generation: Transportation impact analyses are typically performed for the weekday PM peak hour (generally 5:00 to 6:00 p.m.) and the Saturday midday peak hour (generally 12:00 to 1:00 p.m.), which represents the worst weekday and weekend conditions of the local transportation network. However, the peak hour of activity of the proposed project land use typically occurs during the middle of the day during the week. During this period, there would be the maximum number of vehicles entering and exiting at the project driveways on a weekday. For this time period, although the proposed project would generate more vehicle-trips than during the weekday PM peak hour, the total intersection volumes would be lower, resulting in equal to or better intersection operating condition; as such, only the queuing analysis was conducted for this time period. It was estimated that the trip generation during the peak hour of activity would be approximately 25 percent greater than during the weekday PM peak hour, which would result in a trip generation rate of about 6.93 vehicle-trips per 1,000 square feet.¹ In addition, it was estimated that 52 percent of the vehicle-trips would be inbound to the site and 48 percent would be outbound from the site during this period.

As a means to determine the distribution of the vehicle-trips generated by the proposed project, demographic forecasts for the proposed Bayshore Boulevard location were provided by the project sponsor. The project sponsor hired a market research firm to estimate the geographic location of its potential customers. This distribution was determined at a zip code level and accounted for the characteristics of the proposed store and its surrounding population. The characteristics of the store included the location of sister stores and the location of nearby competitors. The characteristics of the potential users was based on various factors of each nearby zip code, including the average distance to the store, number of dwelling units, percent of units that are owner occupied, and the median income of residents. Table B-5 presents the distribution of the visitor trips generated by the proposed project, aggregated into the San Francisco Planning Department's standard geographical regions. It was assumed that the geographical distribution of visitor trips to the proposed project would be the similar for employee trips and would be constant for all analysis time periods.

¹ Institute of Transportation Engineers (ITE) Trip Generation, 6th Edition. Land Use #862.

TABLE B-3
TRIP GENERATION SUMMARY*

WEEKDAY PM PEAK HOUR ¹							
Store Location	Size (gfa)	Inbound		Outbound		Total Volume	TripGen Rate
		Count	Percent	Count	Percent		
Campbell, CA	121,037	282	44.9%	346	55.1%	628	5.19
Hollywood, CA	121,473	341	47.7%	374	52.3%	715	5.89
San Jose, CA	144,521	303	49.3%	312	50.7%	615	4.26
Colma, CA	113,126	392	50.6%	382	49.4%	774	6.84
<i>Average</i>	<i>125,039</i>	<i>330</i>	<i>48.2%</i>	<i>354</i>	<i>51.8%</i>	<i>683</i>	<i>5.54</i>
Proposed Project	153,100	409	48.2%	439	51.8%	849	5.54
WEEKEND MIDDAY PEAK HOUR ²							
Store Location	Size (gfa)	Inbound		Outbound		Total Volume	TripGen Rate
		Count	Percent	Count	Percent		
Colma, CA - weekday	113,126	334	49.7%	338	50.3%	672	5.94
Colma, CA - weekend	113,126	520	51.8%	484	48.2%	1,004	8.88
Proposed Project	153,100	657	51.8%	611	48.2%	1,268	8.28

Sources: The Home Depot, Wilbur Smith Associates, March 2002 (plan CA-862t).

Notes:

¹ Based on in/out counts conducted in July 1999.

² Based on in/out counts conducted in winter 1995/96.

TABLE B-4
TRIP GENERATION SUMMARY

WEEKDAY PEAK HOUR ¹							
Store Location	Size (gfa)	Inbound		Outbound		Total Volume	TripGen Rate
		Count	Percent	Count	Percent		
Proposed Project	153,100	551	52.0%	509	48.0%	1,060	6.93

Sources: The Home Depot, Wilbur Smith Associates, March 2002 (plan CA-862t).

Note:

¹ Based on 25% increase (from ITE).

TABLE B-5
TRIP DISTRIBUTION ESTIMATES FROM MARKET SHARE ANALYSIS

Area	General Area (via Zip Codes)	Market Share
SD 1	½ Civic Center, ½ SoMa, 1/4 Mission Bay	4.1%
SD 2	½ Civic Center, Haight, 1/4 Noe	8.4%
SD 3	½ SoMa, 3/4 Mission Bay, 3/4 Noe, Twin Peaks, Mission, Bayview, Balboa, Vis, ½ West Portal	59.0%
SD 4	½ West Portal, Lake Merced	5.0%
EB		0.0%
NB		0.0%
SB	South Bay/Peninsula (Brisbane, Colma, South SF, Millbrae, Other)	23.6%
Total		100.0%

Based on the demographic forecasts, it was estimated that 76 percent of the of the visitors to the proposed project would come from San Francisco, with the remainder from the cities to the south (including Brisbane, Daly City, South San Francisco, San Mateo, Millbrae, San Bruno and Colma).

This distribution was used as the basis for assigning the project-generated trips to the local streets and regional freeways in the study area. For each zip code, potential vehicular routes to and from the project site were identified (with consultation of Planning Department staff), and traffic was assigned based on the most convenient routes. Based on the location of the major roadways and the freeways and their on- and off-ramps, it was estimated that approximately 24 percent of the vehicles would approach the proposed project from southbound Bayshore Boulevard, 48 percent from northbound Bayshore Boulevard, 13 percent from Cortland Avenue and 15 percent from Loomis Street. These assignments were used for all analysis time periods.

Appendix C

Diesel Exhaust Particulate Health Risk Assessment

APPENDIX C

DIESEL EXHAUST PARTICULATE HEALTH RISK ASSESSMENT

Source Characteristics

The health risk assessment was based on a daily heavy-duty diesel truck trip generation of 30 trips per day (15 inbound, 15 outbound). It was assumed all truck trips would travel to the site on U.S. 101 northbound and return to U.S. 101 southbound after delivery. The modeling effort focused on Loomis Street east of the project site and near the loading dock area.

The loading dock area was defined as an area source. Loomis Street was modeled as a series of four area sources. The area sources were assumed to have a height of 4.15 meters.¹

Emissions

The EMFAC-2002 emissions model was used to predict emissions within each of the five area sources. Within the loading dock area emissions were estimated assuming 1 minute idling for each inbound and outbound movement and using the EMFAC-2002 idle emission factor for heavy-duty diesel engines. Within the four area sources representing the Loomis Street travel lanes emissions were calculated based on the EMFAC-2002 emission factor, the length of the area source and the number of trucks. For all area sources, the emission was converted to grams per second per square meter.

Modeling

The standard approach to determine the ground-level concentration to which the population is exposed is through the use of air dispersion models. These models are complex mathematical routines that run on a digital computer to predict the ambient concentrations due to a particular emission. The model used in this assessment was the U.S. EPA-approved guideline model, Industrial Source Complex for Short-Term Impacts (ISCST3).² In this analysis, the ISCST3 model was used with all of the regulatory default options. Concentrations were calculated by the model for a series of receptors along the east side of Loomis Street, 7 feet back from the curb and 10 meters apart from the intersection of Waterloo Street to about 150 feet north of the project site.

Health Risk Assessment

In 1998, after a 10-year scientific assessment process, the California Air Resources Board identified particulate matter from diesel-fueled engines as a toxic air contaminant (TAC). TACs do not have ambient air quality standards. TAC impacts are evaluated by calculating the health risks associated with a given exposure. Two types of risk are usually assessed: chronic cancer risk and chronic/acute non-cancer risk. Diesel particulate has been identified as a carcinogenic material and has a Unit Risk Factor, but is not considered to have acute non-cancer risks.

¹California Air Resources Board, Risk Reduction Plan to Reduce Particulate Matter Emissions from Diesel-Fueled Engines and Vehicles, October 2000.

²U. S. Environmental Protection Agency, User's Guide for the Industrial Source Complex (ISC3) Dispersion Models, Report EPA-454/b-95-003a, September 1995.

The BAAQMD's threshold of significance for toxic air contaminants is based on the calculated incremental cancer risk calculated at the point of maximum residential or maximum off-site worker exposure, whichever is greater. The ISCST-3 model was used to calculate an annual maximum concentration at the expected point of maximum impact. Since this is a commercial rather than residential area, the Maximally Exposed Individual would have worker rather than residential exposure.

The ISCST-3 program calculated concentrations for discrete receptors located close to the east side of Loomis Street. The maximum annual concentration at these receptors was used in the calculation of cancer risk.

The Unit Risk Value for diesel exhaust particulate recommended by the California Office of Environmental Health Hazard Assessment (OEHHA) is 3.0×10^{-4} per microgram per cubic meter ($\mu\text{g}/\text{m}^3$). This means that for receptors with an annual average concentration of $1 \mu\text{g}/\text{m}^3$ in the ambient air, the probability of contracting cancer over a 70-year life span is 300 in one million (300×10^{-6}). The Unit Risk Value assumes that a person is exposed continuously for 70 years. Workplace exposures are generally assumed to occur for only 47 years instead of 70 years and 8 hours per day instead of 24, requiring that worker risks adjusted.

Table C-1 shows the results of the risk screening calculation. The calculated risk for the maximally exposed worker is 0.52×10^{-6} (0.52 in one million).

Calculated risk is below the BAAQMD significance threshold for the Maximally Exposed Individual (MEI) of ten in one million. The Annual Average Concentration is also well below the chronic inhalation Reference Exposure Level (REL) for diesel exhaust particulate of $5 \mu\text{g}/\text{m}^3$. The REL is the concentration at or below which no adverse non-cancer health effects are anticipated.

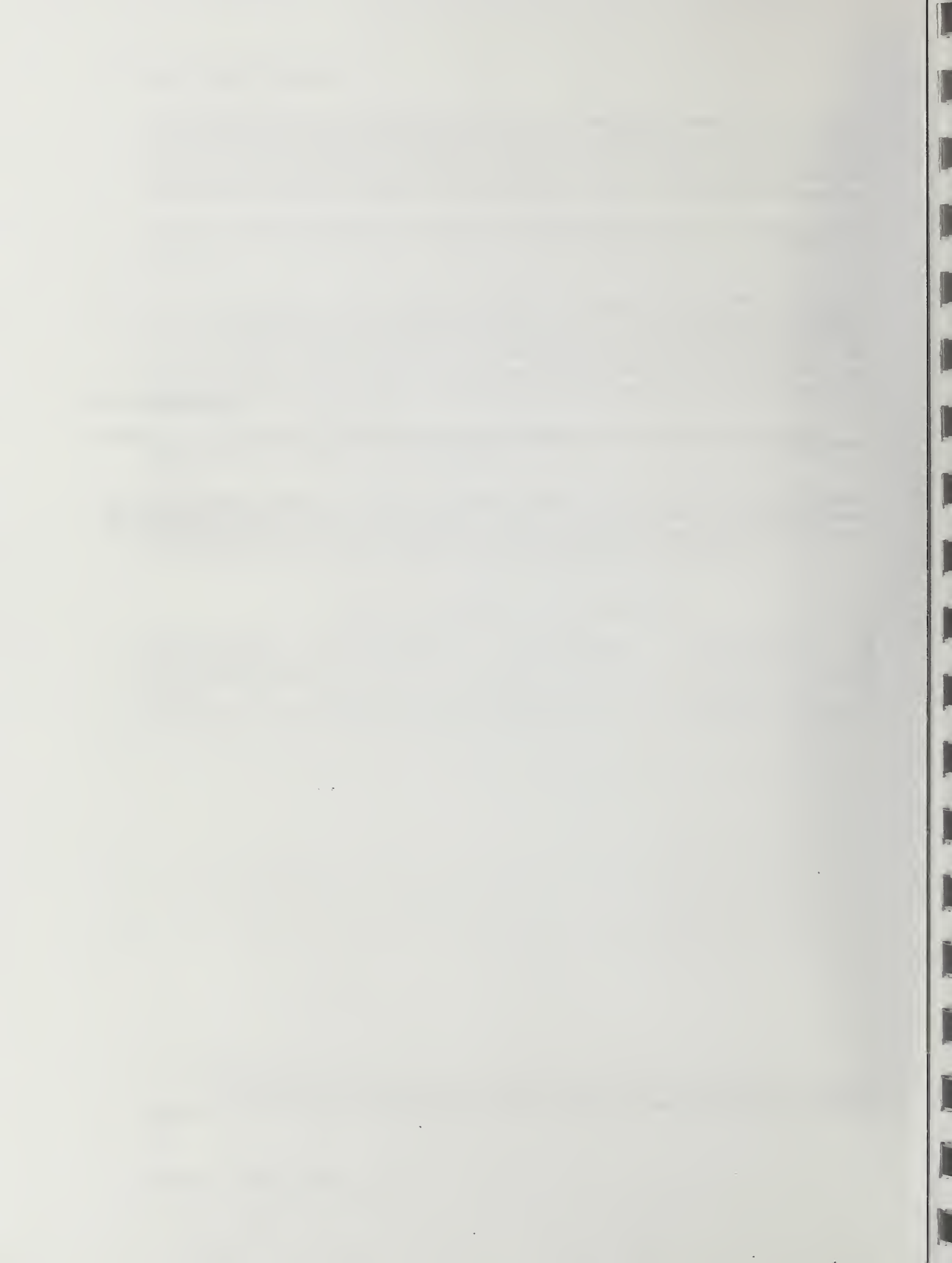
Table C-1: Calculated Excess Carcinogenic Risk

Annual Average Concentration ($\mu\text{g}/\text{m}^3$)	Unit Risk Factor	Unadjusted Risk	Adjusted Risk ³
0.00774	3.0×10^{-4}	2.32×10^{-6}	0.52×10^{-6}

³ The Unit Risk Factor is based on a 70-year lifetime of exposure. Workplace exposures are generally assumed to occur for only 47 years instead of 70 and 8 hours per day, requiring an adjustment of the calculated risk.

Appendix D

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President
West of Twin Peaks Central Council
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San Francisco, CA 94127

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President
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San Francisco, CA 94134

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700 Heinz Bldg. F, Ste. 200
Berkeley, CA 94710

Theresa Coleman
42 Harbor Road
San Francisco, CA 94124

Brenda Dar
BVHP Project Area Committee
Southeast Community Facility
1800 Oakdale Avenue Ste. B Rm. 8-10
San Francisco, CA 94124

Zuheir Erakat
Super Save Market
4517 Third St.
San Francisco, CA 94124

Jill Fox
India Basin Neighborhood Association
911 Innes Avenue
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St. Paul of the Shipwreck Church
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San Francisco, CA 94124

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1050 McAllister St.
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San Francisco, CA 94103

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Appendix D: Distribution List

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African-American Hist. Society
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Las Vegas, NV 80103-5667

Joan G. Zimmerman Trust
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San Francisco, CA 94123

Barneveld Building Corp.
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San Francisco, CA 94124

U. S. Rentals
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Occupant
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Hillsborough, CA 94010

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Occupant
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San Francisco, CA 94124

Occupant
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San Francisco, CA 94124

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Occupant
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San Francisco, CA 94124

Banda L P
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Occupant
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San Francisco CA 94124

Emil & Nadine Bugna
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Occupant
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San Francisco, CA 94116

Rosano Properties LLC
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San Francisco, CA 94124

Damon Raike
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San Francisco, CA 94108

Inez M. Gregoire, et al
400 Miller Creek Rd.
San Rafael, CA 94903

David P. Gregoire et al
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San Rafael, CA 94903

Occupant
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San Francisco, CA 94124

Occupant
368 Bayshore Bl
San Francisco, CA 94124

Appendix D: Distribution List

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San Francisco, CA 94124

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San Francisco, CA 94123

Joan G. Goodman Trust
1954 Lombard St.
San Francisco, CA 94123

McDonalds Corp.
AMF O'Hare Airport
Chicago, IL 60666

Sheridan Trust
813 Nord Ave.
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Jack Tseng etal
55-57 Waterloo St.
San Francisco, CA 92124

Occupant
55 Waterloo St.
San Francisco, CA 94124

Occupant
57 Waterloo St.
San Francisco, CA 94124

Angela Rose Boyd
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San Francisco, CA 94124

Occupant
500 Bayshore Blvd.
San Francisco, CA 94124

Occupant
500A Bayshore Blvd.
San Francisco, CA 94124

Bayshore Investment Co.
470 Bayshore Blvd.
San Francisco, CA 94124

Occupant
550 Bayshore Blvd.
San Francisco, CA 94124

SF Real Estate Dept.
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San Francisco, CA 94102

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San Francisco, CA 94124

Gerardo Martin
300 Bayshore Blvd.
San Francisco, CA 94124

Stephen Summers
362 Bayshore Blvd.
San Francisco, CA 94124

Andre Sartor
250 Bayshore Blvd.
San Francisco, CA 94124

Appendix E

Comment Letters



Abrams Associates

Transportation • Traffic • Engineering • Planning

July 11, 2003

Paul Maltzer
Environmental Review Officer
City and County of San Francisco
1660 Mission Street, 5th Floor
San Francisco, CA 94103

Re: 2001.0062E – Home Depot at 491 Bayshore Boulevard – Draft Environmental Impact Report

Dear Mr. Maltzer:

I have reviewed the draft EIR for the proposed Home Depot at 491 Bayshore Boulevard and have a number of comments on the EIR. I am also suggesting that there are several areas where additional information is required in order to complete the environmental review of the project.

The proposed project is a 153,000 square foot Home Depot with 550 parking spaces that is planned for the 5.7 acre Goodman site on Bayshore Boulevard in San Francisco. It will generate over 12,000 vehicle trips per day, with about 1,200 trips during the peak hour. This is a very significant traffic generator for the City.

SUMMARY

The Draft EIR is deficient and needs to be expanded in several areas of traffic and transportation. First of all, the traffic mitigations required of Home depot are less than sufficient. A more thorough economic analysis is needed to balance the impact of new Home Depot traffic, and the need to upgrade the streets, traffic signals and other elements of the traffic system in this part of San Francisco. Secondly, further study of the potential parking impacts are needed, especially with respect to the overflow of Home Depot parking onto neighborhood streets and onto neighboring businesses. The amount of parking on-site is well below what would available for other Home Depot's. Furthermore, the third floor, top level of the garage will not be effectively utilized. Thirdly, a more detailed, more realistic study of the cumulative (2015) impacts of the Home Depot should be done, particularly with respect to the impacts on Bayshore Boulevard between Silver Avenue and Cesar Chavez Boulevard. Additional mitigation measures and a traffic improvement program should be included.

DETAILED COMMENTS

The following is a summary of the issues that we wish to bring to your attention. These issues illustrate the inadequacy of the traffic section of the EIR and the potential for significant traffic and parking impacts:

145 1.) Mitigation Measures - As a project that generates 12,000 vehicle trips per day, with about 1,200 vehicles during the peak hour, it is simply amazing how little traffic impact will be created. The only mitigations that have been proscribed are some very minor traffic signal adjustments, and some pavement marking changes. In fact, these mitigations should be routinely taken care of by the City Public Works staff. Given the impact of this project, the City should have Home Depot be responsible for improving the traffic conditions on Bayshore Boulevard, and bringing traffic equipment up to current standards. This means modern traffic signals, improved turn lanes at signalized intersections, and improved pedestrian controls at each of the signalized intersections.

103 2.) Cumulative Traffic Forecasts (2015) - The traffic model results shown in the DEIR for the various intersections on Bayshore Boulevard are very questionable, and do not appear to reflect the true growth in this corridor. An extremely simplified Cumulative analysis was prepared for this project using a basic 1 percent per year instead of basing it on the actual potential for future development in the area. A project of this size in an area with many underutilized parcels should be required to take a more thorough approach to determining the significance of the project's contribution to cumulative conditions. Some of the traffic factors that have not been considered are:

49 The baseline traffic counts are very low in comparison to historic traffic on Bayshore Boulevard. The most recent counts reflect a very economy in San Francisco and the through volumes on Bayshore Boulevard are in many cases more than 10 percent under comparable data collected two years ago.

105 The traffic forecasts do not appear to consider the major changes that will take place in the Third Avenue corridor that will clearly cause an increase in traffic on Bayshore Boulevard, especially large trucks.

104 The traffic forecasts do not appear to include any other traffic from "induced growth" projects that will surely be developed on nearby vacant properties, and underutilized properties.

56 3.) Intersection Capacity Impacts - The signalized intersections capacity results at Industrial, Cortland, Oakdale and Silver are all extremely close to exceeding the City standards. Even a very small increase in traffic would trigger the LOS "E" intersection standards used in San Francisco. Considering the many problems with the trip generation and distribution assumptions, it is clear that a more thorough analysis is needed presenting more details and including additional mitigations that will assure that LOS "D" (less than 40 seconds of delay per vehicle) will be maintained. This is needed before the traffic study can be considered "sufficient evidence" to conclude that the proposed mitigations would "clearly mitigate the effects" at the study intersections.

77 4.) Proposed Redesign of Bayshore Boulevard - The entire roadway section of Bayshore Boulevard between Industrial and Oakdale will be affected by this project. The project does not adequately address the access and operational impacts of the proposed

77 mitigations on Bayshore Boulevard. The installation of a raised median on Bayshore may not be feasible because of property access issues, design problems, and the increased number of U-turns. These issues should be studied by the City and a final plan should be developed.

73 5.) Access Driveways to the Proposed Home Depot - The amount of peak hour traffic at each driveway needs to be analyzed and presented more clearly. In particular, the proposed driveway out of Home Depot at Cortland is quite substandard, and will result in significant congestion, back-up and confusion within the garage. The adjacent parking aisles and the customer pick-up traffic are all mixed together, and will result in extensive traffic congestion.

101 6.) Public Transit Issues - This issue has not been adequately addressed. Will there be new bus stops? Where will they be located? How much new transit patronage will be generated? Can the existing bus routes accommodate this new patronage? If not, has Home Depot been required to contribute to any improvements? There are clearly many questions that the Draft EIR does not address.

72 7.) Traffic Operations at the Cortland Underpass - This issue was raised in earlier comments and has never been answered. Can Cortland Avenue accommodate the growth in traffic? How much parking will be removed? Does the underpass need to be widened? How much will delay be increased? These questions still need to be answered. It is very clear that additional analyses of the operations in this area are required to verify the finding that no further mitigations are required.

93 8.) Parking Implications - This subject also clearly needs more analysis. The parking generation demand numbers need to be reviewed carefully and more backup provided since they are based on a study prepared almost 10 years ago and provided by the project sponsor. An alternative calculation method should be provided to verify the numbers used in the study.

Other big-box businesses, including Home Depot, typically require that a commercial real estate developer provide at five (5) parking spaces per 1,000 square feet in new shopping centers. For this project, this would indicate the need for at least 765 parking spaces. The proposed project could have a deficiency of over 200 spaces. In addition, of the 550 spaces proposed for the Bayshore Home Depot, about 270 spaces are located on the third floor rooftop level, that will be very inconvenient for the majority of Home Depot's customers.

94 We believe that this project will result in a great unmet demand for on-street parking on Laomis, Waterloo, Industrial, Cortland Avenue and many other nearby streets. This on-street parking will become far more convenient to customers instead of using the rooftop level of the Home Depot parking structure. The neighboring businesses will be greatly impacted by overflow parking from the Home Depot. This issue needs to be thoroughly reviewed. It is quite likely that the required mitigation would be an

Page 4

Comments on the Home Depot Draft EIR


Abrams Associates

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94

expanded parking facility for Home Depot, or alternatively, a smaller store. The current parking ratio is out of balance.

Sincerely yours,



Charles M. Abrams

President, Abrams Associates

Registered Professional Civil and Traffic

Engineer - T.E. License No. 1417

Date: 7/5/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 09 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

- 1) ~~g~~ There is another Home Depot 5 minutes away in Serrano
- 2) We like small, neighborhood businesses, which maintain the working-class nature of Bernal Heights.

Sincerely,



Signature

Printed Name: NAOMI ADELSON

Address: 2515 24TH ST. # 3 SF CA 94110

Date: 07/05/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED

JUL 09 2003

PLANNING DEPT

RE: EIR PUBLIC COMMENTS


Dear Mr. Maltzer:

163

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

Sincerely,


Signature

Printed Name: AKIM AGINSKY

Address: 3704 FOLSOM ST. S.E. CA 94110

Date: 7-6-03

Public Comment Deadline: July 10th, 2003.

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 09 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned:

I love my neighborhood. Today I took a book and sat down on a sidewalk bench in front of a cafe. Inside, folks were brunching, while outside people were going about their quiet neighborhood day, picking up a few groceries on the corner, returning a movie rented the night before, patting the heads of the dogs awaiting their owners' return. I chatted with waiters on both sides of the street, and waved to friends driving by.

I live in a wonderful neighborhood. It's unthinkable that such a quiet, quaint place could exist in one of the largest, most famous cities in America -- San Francisco. The street on which the events of my day occurred is Cortland Avenue, the pulsing heart beneath the great Red Hill above.

If the mega-retail chain Home Depot built and opened a store down the hill at the end of Cortland, this peaceful scene would change forever, would in fact disappear. Those who would shop at this Home Depot, coming from San Francisco neighborhoods lying to the north and west of Bernal Heights, would all converge at the intersection of Mission and Cortland streets, file their way onto Cortland, and impatiently push up and over the hill to Home Depot. In fact, this traffic would push right past two other independent hardware stores on their way to Home Depot, which would likely go out of business in Home Depot's wake.

If this were to become reality, I would no longer have days like I had today -- reading on the sidewalk bench, waving hello to my neighbors. Home Depot's presence would pollute the air I breathe, the scene I gaze upon, and the quietness we enjoy in Bernal Heights. I would feel alienated from these strangers pushing past me to consume retail goods.

I certainly recognize my blessings: I have a good job, I'm able to live in San Francisco, on Cortland Avenue and enjoy the 'small town' of Bernal Heights. Home Depot has promised jobs. Many of my friends need jobs, many people in Bayview and Hunters Point need jobs. But, I must

157

ask, at what cost? These will be minimum wage jobs -- minimum wage is not a living wage, especially in this city, which is one of the two most expensive in the U.S.

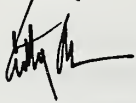
In closing, I want to quote Al Norman, from his book _Slam-Dunking Wal-Mart_, lists the "10 sins of retail sprawl". In his book, he mainly addresses "Hometowns, not Home Depot," but I think this speaks directly to the future of this precious urban neighborhood.

- * It destroys the economic and environmental value of land
- * It encourages an inefficient land-use pattern that is very expensive to serve.
- * It fosters redundant competition between local governments, an economic war of tax incentives.
- * It forces costly infrastructure development at the edge of towns.
- * It causes disinvestment from established core commercial areas.
- * It requires the use of public tax support for revitalizing rundown core areas.
- * It degrades the visual, aesthetic character of local communities.
- * It lowers the value of surrounding commercial and residential property, reducing public revenues.
- * It weakens the sense of place and community cohesiveness.
- * It masquerades as a form of economic development.

163

Please, no Home Depot. If I must patronize Home Depot, I will travel to Colma. But truth be told, I will continue to patronize the smaller Cole Hardware down the street.

Sincerely,



Kathy Allen
404 Cortland Avenue
San Francisco, CA 94110



BERNAL HEIGHTS NEIGHBORHOOD CENTER

515 Cortland Avenue, San Francisco, CA 94110 ■ t: 415.206.2140 ■ f: 415.648.0793 ■ bhnc.org

RECEIVED

JUL 28 2003

PLANNING DEPT

July 24, 2003

Dear Ms Chan:

Enclosed is the corrected first section of the Bernal Heights Neighborhood Center's comments of the Home Depot Draft EIR. Sorry for any confusion.

Also, here is the list of individuals and their contact information that contributed to the Bernal Heights Neighborhood Center comments on the Home Depot Draft Environmental Impact Report.

Eve Bach, Arc Ecology
833 Market Street, Suite 1107
San Francisco, CA 94103

Barbara Kyle
50 Santa Marina St.
San Francisco, CA 94110

Ron Morgan
238 Richland Ave.
San Francisco, CA 94110

Thank you

Ron Morgan
Community Organizing Coordinator
Bernal Heights Neighborhood Center

1 9 7 8

2 0 0 3

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COMMENTS ON THE HOME DEPOT DRAFT EIR – DATA COLLECTION,
METHODOLOGY, LAND USE, GENERAL PLAN COMPLAINE, TRAFFIC ISSUES

I. THE EIR AND PROJECT APPROVAL

A. **The EIR must clarify Planning Commission's role in approving the Project**

14 The EIR needs to itemize the Planning Commission approvals requested by the applicant that will be based on this EIR¹. The description on page 2 of Planning Commission approvals ("Planning Department staff-initiated discretionary review before the Planning Commission") is surprisingly vague. The description of Project approval requirements on pages 33 and 34 suggest that the Planning Commission's role is limited to certification of the EIR. The text states the "the City is required to find that the proposed project or legislation is consistent with the [Prop M] Priority Policies", but is unclear who in the City makes this determination. The listing of approvals needed from the Department of Public Works, the Department of Building Inspections, the Department of Parking and Traffic, and the Board of Supervisors at least give some idea of what specific approvals would be needed. Our questions to the Planning Department contact for this Project were answered² with a referral to someone else in the Department rather than an answer. (See attachment 1)

B. **The public needs an early opportunity to comment on the merits of the Project.**

12 Although certification of the EIR is a separate decision, it appears that the Planning Commission and all of the other agencies that may provide Project approvals will be required to make Findings of Overriding Considerations³ since all of the alternatives considered in this EIR have unmitigable impacts. Given the controversy over the merits of the Project, the Planning Commission should ensure that there is adequate opportunity for the public to voice their views on the content of such Findings. As the officials responsible for determining whether this Project has value that overrides its unmitigable environmental impacts, the Planning Commission needs to provide themselves and the public with adequate time to review proposed findings carefully to determine if they are factually accurate and reflective of their values.

II. COMMENTS ON ACCESSIBILITY OF DATA AND INTEGRITY OF THE ANALYSIS

A. **Data cited in the DEIR must be accessible to the public during the DEIR review period**

40 Most of the data used in the DEIR's analysis of traffic impacts was provided by Home Depot. The Planning Department rejected our request for an opportunity to review this data (see attachment 1)⁴ during the DEIR review period, making it impossible for us to prepare fully informed comments on the traffic analysis. We must repeat our request that the City must make the data available and further that they extend the review period to enable the officials and the public to review and comment on the data.

At the July 10th public hearing, Commissioner Lisa Feldstein asked about Eve Bach's oral comments on this problem. Tammy Chan of the Planning Department replied that all of the data is in the Project file and is available for inspection by appointment. This response was incorrect. Ron Morgan of the Bernal Heights Neighborhood Center inspected the file three times since publication of the DEIR (and twice before that). Because the data underlying the traffic analysis was not in the file, he corresponded with Ms Chan by e-mail asking what he needed to do to be able to examine the data. Her response was that his

¹ The description of the project must include "A list of permits and other approvals required to implement the project". (§15124 (d) (1) (B))

² e-mail from Tammy Chan to Ron Morgan, 6/27/03

³ §15093

⁴ e-mail from Tammy Chan to Ron Morgan, 6/27/03

40 request was a comment on the accuracy of the data and it would be included among comments on the DEIR. A copy of the e-mail is attached.

B. Compliance with City Guidelines is necessary to ensure an independent Transportation Study.

We also object to reliance by the Transportation Study on data selectively provided by the Sponsor. This practice breaches the firewall between traffic consultant and project Sponsor mandated by the City and severely compromises the integrity of the environmental review process.

40 “The role of the project Sponsor and its representatives during the preparation of the transportation report should be limited to provision of details concerning the project, response to recommended changes affecting project circulation, and indication of support or lack of support for recommended mitigation measures and other transportation improvements identified in the impact report.”⁵

A traffic analysis based on data selected by the project Sponsor⁶ - especially data that cannot be scrutinized or verified by the public – is not entitled to the deference ordinarily given to the City’s discretion. Although it is theoretically possible that the Sponsor selected data that accurately represents Project conditions, it is equally possible that data was chosen that understates impacts or otherwise predetermines conclusions. The EIR therefore must either provide independent verification that the selected data is accurate, objective, and appropriate or rewrite the EIR with data that satisfies those standards. In either case, the DEIR needs to be revised and recirculated.

C. The EIR must include the City’s objectives for the Project.

12 The only objectives included in the DEIR are those of the Project Sponsor. A careful reading of the CEQA’s purposes in requiring a Statement of Objectives⁷ make it clear that the EIR must include a statement of the *lead agency’s objectives* in considering approval of the Project. *CEQA Guidelines* explain that a major function of the Project Objectives is to provide the agency with the basis for developing and evaluating Project alternatives, and for determining whether there are considerations that override unmitigable impacts.

The DEIR cannot properly evaluate alternatives because it has not articulated the objectives guiding the approvals process. Relying on the Sponsor’s objectives has reduced the evaluation of alternatives to a tautological exercise with a predictable but meaningless outcome. The evaluation of alternatives (pages 115-127) consists of comparing all the alternatives to a single objective of the Sponsor: to develop a “standard-size Home Depot improvement store.” Setting aside the problem that the DEIR does not define a “standard-sized” store, it is clear that Alternatives A-D could have been rejected on that basis the moment they were proposed, without any further analysis, based simply on their size. The substitution of the Sponsor’s objectives for the City’s – in particular the objective for a “standard-sized” Home Depot – makes a mockery of the evaluation of alternatives.

Any finding of overriding considerations would similarly be invalidate by reference only to the Sponsor’s objectives. The City must determine for each of its discretionary approvals whether the Project achieves public objectives that outweigh the impacts of the project on the public. It is unacceptable to approve a project with insoluble environmental problems that the public must bear simply because that project best satisfies the goals of the applicant.

⁵ City and County of San Francisco, Planning Department, Transportation Impact Analysis Guidelines for Environmental Review, October 2002, page 4

⁶ There is no record in the file of any communication with the consultant asking for data on the specific Home Depot stores that were used as the bases for the traffic analysis.

⁷ §15124

12

In his 11/20/02 memo,⁸ the EIR consultant Stu During specifically points out to Tammy Chan of the Planning Department that the objectives stated in the DEIR are those of the Project Sponsor, not the City's. In the memo he gives his interpretation of CEQA that "the objectives are really the project Sponsors, and by definition will usually be very biased and subjective." The mere fact that the EIR consultant (During) felt it necessary to explain his interpretation to the City and defend the bias of the objectives suggests that it is an anomalous reading of the statute.

III. PAGE BY PAGE COMMENTS

8

Page 1; Pages 25-6: Description of previous use is inadequate.

The description of the previous uses (Goodman Lumber and Whole Earth Access) does not include information about the amount of parking provided although it does give dimension of the buildings. Since these previous uses provide the basis for one of the alternatives, the amount of parking (as a proxy for traffic generated) should be included in this description and/or in the description of the alternative.

10

Page 2, Pages 25-6: Description of proposed buildings is incomplete.

The Project is described as a "153,089-square-foot (sq.-ft.) home improvement center *and* a separate parking garage for about 550 spaces." The only information about the parking structure is its capacity and number of stories; there is no information about its dimensions. What is the total square footage for all structures in the Project? Provide information about the dimensions (footprint, exact or maximum height, square footage) of the garage and its relationship to the other buildings are provided in the DEIR. The confusion is compounded by the description of the parking garage as both separate and attached. The EIR must quantify the dimensions (schematic drawings are insufficient) to enable the public to determine if the Project complies with height and bulk zoning standards.

11

Page 2: Information on the height of the building(s) is too vague.

The statement that "The buildings would be approximately 40 feet in height" does not provide enough information to determine whether the bulk restrictions in the J Bulk District would be since the length exceeds 250 feet, or the diagonal dimension exceeds 300 feet. The lack of information on relationship of the "attached" parking structure (3 levels of parking but height unspecified) to the other buildings makes questions about zoning compliance more compelling.

17

Page 3: The description of uses in the surrounding area is incomplete.

The description of nearby buildings omits mention of residential buildings and a child care center.

18

Page 4: The DEIR erroneously states that the Project will not change the area.

The statement that "The proposed project, however, would not essentially change the existing retail/light industrial character or physical arrangement of the area" is incorrect. Improvements that have been incorporated into the Project will change the physical configuration of Bayshore Boulevard by changing the dimensions of the Center divide. It is also likely that this project will open the door to other "big box" retail establishments that do not now exist in the area, a factor indirectly acknowledged in the DEIR's brief discussion of inducements to commercial growth in the area on page 103..

96

Page 6: There is no verifiable source of information for the following statement:

⁸ Memorandum from Stu During or During Associates to Tammy Chan, Planning Department, November 20, 2002

“Based on information from a similar Home Depot store, it was estimated that the proposed project would generate 30 daily delivery trips per day (approximately 15 semi tractor-trailers and 15 small trucks/vans).”

Where is this store that the information is based on? How was the data collected? Over what period of time? By whom? What methodology was used to convert the data into projections for this Project? How does this information compare to information supplied in Home Depot permit applications to other cities throughout the country? We need to be able to review the data before we can comment on its accuracy and/or suitability as a basis for projection for the Project.

Page 11: Numbers do not add up.

The EIR estimates the daily population would increase by 2,500 to 3,300 people per day, comprised of 75-100 employees and “as many as 2,500 to 3,000 shoppers per day.” The maximum total of shoppers and employees is 3,100. At the 7/10/03 public hearing, one speaker (Angelo King) stated that the Sponsor is now acknowledging that this number is an error. What is the correct number and how was it calculated? What is the data that is the basis for these projections? What assumptions were used in making this projection? We need to be able to review the underlying data before we can comment on the accuracy and/or suitability of a corrected employment projection. The projection of customers should also be reviewed since it appears to conflict with traffic projections of about 1000 trips just in the peak hour. We need to review the data and methodology for this projection as well.

Page 11: There is no verifiable source of information for the following statement:

“It is anticipated that most of the new employees would already reside in San Francisco, while some employees from outside the City may seek housing within the City boundaries.”

What is the basis for expecting most new employees to be San Francisco residents, especially given the high cost of housing in San Francisco and the very low wages paid by Home Depot to most employees? What is the level of housing costs that entry-level full-time Home Depot employees can afford at 30% of their income? How does this compare to the median costs of housing in San Francisco for a family of four? What is the vacancy rate for housing that the average Home Depot employee could afford? How far will workers have to travel to find housing they can afford?

And how does the assumption that so many employees will live in San Francisco cause air pollution impacts to be understated?

Page 11: No factual basis is provided for the conclusion that induced commercial growth in the area is part of planned growth.

There is no approved plan to increase commercial uses in the area; nor has there been environmental review of any such plan (it cannot be assumed that the induced growth has undergone environmental review). The project site is located in an Industrial Protection Zone Special Use District that prioritizes manufacturing, warehousing, and repair services, not retail land uses.

Pages 13 – 14: The mitigations of hazard impacts are inadequate.

The mitigations calling for the preparation of a revised site mitigation plan and a revised health and safety plan are improperly deferred to the future because they do not specify the performance standards that the plans must achieve.

The mitigation specified during excavation of contaminated soil, that "the construction contractor shall be alert" for the presence of heavy metals (lead and chromium) during excavation and other construction activities on the site is ineffective since ordinarily these substances are not discernible visually or by smell. The only way to determine the presence of these contaminants is by systematic sampling.

The mitigation requires the construction contractor to "use clean fill or other suitable materials to bring portions of the project site, where contaminated soils have been excavated and removed, up to construction grade." What are the other suitable materials that would be allowed? Would this mitigation allow the practice of partially refilling excavations with contaminated backfill and covering the contaminated soil with clean soil? This practice should not be allowed.

Page 14: One of the hazard mitigation potentially requires the Project Sponsor to record a deed notice even though Home Depot is not the property owner.

It is not clear what protection would be offered by recording a notice on the deed warning about contamination since a notice does not represent a proprietary interest in the property that can enforce any limitations on use. It is also unclear whether the Project Sponsor even would have the authority to implement this mitigation since Home Depot will be leasing the site. This site appears to qualify as a state Superfund site that should be cleaned up under the supervision of the California Department of Toxic Substances Control.

Page 15: The mitigation for impacts to cultural resources recommended by the cultural resource consultant has been omitted from the DEIR which provides a less protective mitigation.

The study on cultural resources submitted to the EIR consultant (Stan During) by the cultural resources consultant (Allen Pastron) recommends as a mitigation "a system program of pre-construction archaeological testing and evaluation."⁹ However, the DEIR proposes as mitigation that "The project Sponsor shall distribute the Planning Department archeological resource 'ALERT' sheet to the project prime contractor..." instructing those excavating the site to be on the lookout for artifacts. No explanation is offered in the DEIR for the rejection of the recommended mitigation of sampling. The EIR should require the Pastron mitigation.

Page 16: The DEIR does not evaluate potential environmental impacts of the proposed transportation "improvements" that have been incorporated into the Project.

The DEIR proposes improvements to Bayshore Blvd that would reduce the center separation and shorten the bus pull-out. Reducing the center separation could increase risk of vehicle collisions. The reduced bus pull-out would increase hazards for transit riders (especially the disabled) since it would encourage bus drivers to load and unload passengers from a traffic lane, rather than at the curb. Furthermore, it appears that the shortening of the bus stop is inconsistent with policies 11.1 and 14.3 in the "Transportation Element" of the *San Francisco General Plan* that prioritize transit.¹⁰

Page 17: The sources of information on the alternatives are not documented and information gaps do not fully allow for a thorough comparison..

⁹ Pastron, Allen, Archeo-Tec Inc. "Archival Cultural Resources Evaluation of the Proposed 491 Bayshore Boulevard/196 Loomis Avenue, Home Depot, Project, City and County of San Francisco, California", May 2002, page 37.

¹⁰ Transportation Element Policy 11.1: Maintain and improve the Transit Preferential Streets program to make transit more attractive and viable as a primary means of travel. - The Transit Preferential Streets program includes measures to improve transit vehicle speeds and to minimize the restraints of traffic on transit operations.

Transportation Element Policy 14.3: Improve transit operation by implementing strategies that facilitate and prioritize transit vehicle movement and loading.

149

The table below shows information provided by the EIR, including the Transportation Study. No sources are cited for the estimates of trip generation or people brought to the site. In addition, there are gaps in information about Alternative B (vehicle trips, parking spaces, employees and shoppers), Alternative C (employees and shoppers), and Alternative E (vehicle trips). Since the EIR concludes that each of these has fewer unmitigable impacts, it would appear prudent for the analysis to provide full information on each so that assumptions can be reviewed..

alternative	floor area	height	vehicle trips		parking spaces	permanent shoppers	
			weekday daily	weekend daily		employees	per day
Project	153,089	approx 40'; stories store; 3-level parking	<i>Not provided</i>	<i>Not provided</i>	550	75-100	2500-3000
A: No Project	0	0	0	0	0	0	0
B: Reuse Existing	107,400	23 feet 1-story-uncovered parking lot	<i>Not provided</i>	<i>Not provided</i>			
C;	60,000		4059	4202	350		
D:	107,400	2 level parking	7266	7521	385	50-75	2400-2700
E	140,000	3-level parking	<i>Not provided</i>	<i>Not provided</i>	500	70-95	2300-2600

149

The most troubling data gap is the missing information about vehicle trips per day for the Project and for Alternative E. The only alternatives with information about daily vehicle trips are C and D (with no indication of the source of these numbers), and for both the peak hour rate represents about 8% and 12% of the daily rates for weekdays and weekends respectively. These ratios appear to be high, given the long hours that Home Depot is open for business (with multiple shifts) and the likelihood that a significant proportion of its customers are contractors who would be most likely to arrive during business hours, especially in the morning. The EIR needs to make the data underlying these estimates available to the public to review with time to comment.

Another problem suggested by the data is an apparent undercounting of employees, achieved apparently by limiting the total to permanent employees. News releases about Home Depot stores elsewhere in the nation suggest that the company typically employs many more workers per square foot than the 75-100 shown for the San Francisco Project. For example, the 84,000 square foot new store (with a 19,000 square foot garden center) planned for Sault Ste. Marie in Manitoba plans on hiring 164 full-time equivalent workers.¹¹ The DEIR must explain how the number is calculated of employed persons – both full time and part time – on the site on an average daily basis.

47

The problem is compounded by the fact that many of the workers will be part-time, resulting in a greater number of trips to and from the site per day. In a new store in Ithaca New York, 40% of the jobs will be part-time.¹² The other complicating factor is that the store operates seven days a week for more than one 8-hour shift (this obviously needs to be factored into the air quality analysis).

The EIR must demonstrate that the EIR uses a trip generation rate that accounts for *all* employees – permanent, temporary, probationary, full-time, part-time, and everyone else who travels to and from the site.

¹¹ *The Sault Star*, "Home Depot hopes to nail down deal in Sault," April 25, 2003

¹² Itacajournal.com, April 25, 2003

Page 18: The DEIR incorrectly claims that it has applied a trip generation rate to Alternative B that is consistent with Planning Department Guidelines.¹³

To justify the estimated vehicle trips for Alternative B, the footnote states it is "Based on an estimate of 13.5 person trips per 1,000 sq ft of retail space for Weekday PM peak hour, and 19.3 **person trips** per 1,000 sq. ft. of retail space for Saturday midday per the San Francisco Planning Department, *Interim Transportation Impacts Analysis Guidelines for Environmental Review*, January, 2000."

However, the DEIR converts this person-trip estimate to peak-hour vehicle-trips with the assumption that there will be 2.6 people in each vehicle – a number that seems too high for both the weekday and weekend peak.

Alternative B				
	person trip rate per 1000 – per Guidelines	person vehicle trips	trips	assumed persons per vehicle
weekday	13.5	1450	552	2.63
weekend	19.3*	2073	789	2.63

*assumes weekend peak-hour traffic is 43% greater factor for weekend increase

The person- trip rate calculated for Alternative B that is misrepresented as complying with Planning Department Guidelines, relies on an overly high assumption of persons per auto, considering that a high proportion of the trips, especially during the week, will be made by a single person – often professional contractor. The DEIR then applies a slightly higher trip generation rate to the Project and the other alternatives, creating the false impression that a trip generation rate used for the Project and those alternatives exceeds the Guidelines. However, if a reasonable, but still high ratio of persons per vehicle is applied (e.g., 1.75 on weekdays, 2.00 on weekends), the trip rates used in the DEIR for the Project and Alternatives C,D, and E are actually lower than those in the Guidelines.

Project				
	vehicle trip rate	assumed persons per vehicle	adjusted person trip rate per 1000	person trip rate for General Retail in Guidelines
weekday	5.54	1.75	9.70	13.5
weekend	8.28	2.00	16.56	19.3

Page 20: It is not clear why 2,775 (maximum) shoppers and employees in Alternative D would generate 7,339 trips per day.

The DEIR estimates that there would be 50-75 employees and 2,400 – 2,700 shoppers per day – a maximum average of 2,775 people on site; the weighted average of vehicle trips per day is 7,339, based on 7,226 on weekdays and 7,521 on weekends. An explanation is needed of the reason why each person would make 2.6 times per day on average.

Page 25: The objectives for the Project should be the City's, not the Sponsor's
Please see our Comment IIC, page 2.

¹³ DEIR, footnote 2 page 18

Page 25: The Project Sponsor's objective of a "standard-sized Home Depot home improvement store is never defined.

Although the DEIR states that the Project Sponsor would like to develop a garden center of approximately 8,500 square feet, and a greenhouse of approximately 10,000 square feet, no size is specified for a standard-sized store, or whether the full service lumber department is part of the store or an additional outdoor area.

A review of recently approved Home Depot stores throughout the country shows that the company is prepared to build stores in a variety of sizes – virtually all of them smaller than the San Francisco proposal (See attachment 2). In a recent sample of newspaper articles about Home Depot openings or permit approvals, we found the size of the stores ranged from 60,000 to 137,000 square feet, and garden centers ranged from 1,900 to 3,300 square feet. The proposed Project, at 153,089 square feet with garden center and greenhouse of 18,434 square feet is clearly a larger project than those we have found in an Internet Search.

According to Home Depot's 2002 Annual Report, "The Home Depot, Inc. and subsidiaries (the "Company") operate Home Depot stores, which are full-service, warehouse-style stores averaging approximately 108,000 square feet in size."¹⁴

The Sponsor's implied claim that a store of 153,089 square feet is the standard size, when it is clearly one of the largest, if not the largest that the company has recently built, suggests that Alternative E is the actual project seeking approval and is not a compromise that would be reluctantly agreed to.

Page 35: Land use impacts are potentially significant and must be analyzed.

The conclusion that land use impacts are less than significant, as claimed by the Initial Study, is not justified. The compatibility of the Project with the adjacent Bernal Heights neighborhood, cannot be ensured because Bernal Heights is not covered by General Plan Land Use policies. As a result, the General Plan does not ensure the compatibility of Bernal Heights land uses with those of adjoining areas, and Bernal Heights therefore lacks protection of its land uses from the environmental impacts, such as traffic, noise, air quality, and blocked views from new uses in adjoining areas.

By default, the principle land use protection available to the Bernal Heights neighborhood is afforded by the priority policies instituted by Proposition M. The Project would cause land use impacts because it would be inconsistent with the following priority policies in the Planning Code:

- That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;¹⁵
- That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.¹⁶

The Project in itself, and in conjunction with growth it will induce, would create a significant land use impact by changing the character of land use along Bayshore Boulevard, replacing smaller

¹⁴ The Home Depot, Inc. 2002 *Annual Report*, page 31

¹⁵ San Francisco Planning Code §101.1 (b) (1)

¹⁶ San Francisco Planning Code §101.1 (b) (5)

24 retail establishments with large regional-serving stores. Approval of the Project will endanger neighborhood-serving retail and diminish opportunities for resident ownership of such businesses in both Bernal Heights and in Bayview-Hunters Point. In many cities the impact of big box development has been to cause neighborhood serving retail establishment to fail. Impairing the viability of neighborhood retail would cause physical deterioration, both in Bernal Heights and in Bayview-Hunters Point, as well as a change in traffic patterns as residents would have to travel further, and by car rather than on foot, to meet day-to-day needs for goods and services.

20 Another potential land use impact is whether, based on the report on cultural resources, the site must be used for Public Trust purposes.¹⁷

21 Page 41: The conclusion in the Land Use Analysis that the buildings will be less than 40 feet is different from the Project Description that equivocates, stating only that the buildings will be approximately 40 feet.

See comments about page 2 of the DEIR.

Page 57: The DEIR must assess daily traffic conditions as well as weekday and weekend peak hour conditions

46 Increased *daily* traffic represents a potentially significant impact of the Project for all vehicles that could be greater than peak hour impacts alone. Congestion within Bernal Heights is spread across most of the day. About 30% of Home Depot customers were estimated to be "professional contractors" by a Home Depot official during a zoning hearing for a Home Depot in Warrenton Virginia.¹⁸ Contractors would not generally make trips to Home Depot in the evening.

It also appears that truck traffic generated by the Project could occur at night, according the Home Depot Annual Report for 2002 that references "...our new in-store Service Performance Improvement ("SPI") initiative, in which our stores handle and receive inventory at night..." Traffic and nighttime noise impacts over the entire day must be analyzed.

Page 57: Data from the "four similar Home Depot stores in California" has not been available for review.

41 Members of the public have not been able to review the driveway count data or methodology underlying calculation of the Project's trip generation rate. There is no indication how the four sample sites were selected except that they are either free-standing or with separate entrances/exits for parking, and are located in urbanized areas. Among 1500 Home Depot stores, 163 of which are in California.¹⁹ there must be many (as well as other large retail outlets) fitting those criteria. It is very possible that selecting a different set of four stores, also meeting the criteria, would produce a different result. No explanation has been provided why the sample was limited to four stores. Limiting the sample to four stores when there is a 32% variation from the lowest to the highest trip generation rates (from 5.19 to 6.84²⁰) has produced an average rate that is statistically meaningless.

In any event, the City has an obligation to conduct independent field counts, if only to verify Home Depot data.

¹⁷ Pastron, Allen, "Archival Cultural Resources Evaluation of the Proposed 491 Bayshore Boulevard/196 Loomis Avenue, Home Depot, Project, May 2002, pages 13, 16, 25, 27-37.

¹⁸ *The Fauquier Citizen* (Fauquier County, Virginia) .

¹⁹ San Mateo County Times 5/17/03 (on-line version)

²⁰ DEIR, Page B-5

41

For similar reasons, the adjustment factor used to calculate peak weekend midday trips (a 50% increase over the weekday peak hour) should be based on a larger sample and verified rather than derived from an 8-year old unverified count conducted at a single store (Colma).

50

Page 59: The DEIR does not substantiate its claim that the trip generation rate used is higher than the ITE rate would be.

The DEIR makes the claim that it is using a higher rate than the ITE rate for a “similar land use” is but does not tell us what that “similar” land use is and what the ITE rate is. This is another example of a conclusion that has not been documented.

44

Page 59: The DEIR bases its trip distribution/traffic assignment on a study that is not available to the public.

The DEIR estimates that 24% of the Project’s customers will come from San Mateo County based on a study commissioned by Home Depot. We have been denied the opportunity to review the data. There is no indication in the DEIR that the City verified the reported conclusion of the study.

The assignment of routes appears to be based on speculation: “...traffic was assigned based on the most convenient routes.” What is the basis for the determination that 13% of vehicles would choose to approach the Project via Cortland Avenue as opposed to 12%? Or 20%?

93

Page 60: Parking demand is based on data that has not been available for review by the public.

The demand for parking was based on an unavailable Home Depot study and checked by a count at a nearby Home Depot. Who conducted the count? Why has that data been unavailable for review?

96

Page 60: The Project Sponsor’s estimate of demand for loading docks has not been documented or verified.

The DEIR appears to rely on the Sponsor’s estimate without any supporting data.

Page 72: The estimate of loading impacts is based on data that is not available for review.

“Based on information from a similar Home Depot store, it was estimated that the proposed project would generate 30 daily delivery trips per day...” Which store? In what way similar? How typical? How and when was the data collected? By whom?

45

Pages 73 and 75: The conclusion that delivery and construction vehicles will use US 101 or I-280 is not supported with evidence or analysis.

The assumption that delivery and construction vehicles will approach the Project from the two closest freeway exits does not take into account the terrible congestion during much of the day in both directions on these freeway.

105

Pages 75 and 76: Assumptions about cumulative conditions underestimate future traffic congestion on Bayshore Boulevard.

The discussion of cumulative conditions assumes that the standard background traffic growth rate that is applied generally in the analysis of San Francisco projects will apply in a situation where major changes to traffic patterns are planned. This general assumption is inapplicable to this Project because truck traffic that can no longer use Third Street will be rerouted to Bayshore Boulevard. It further appears that this highly optimistic projection also assumes that there will be bridge over Yosemite Slough – a project that is unlikely given its severe environmental impacts and high cost. These assumptions require the EIR to redo the analysis of cumulative traffic impacts with realistic assumptions.

Pages 75-81: The analysis understates cumulative traffic impacts..

The DEIR does not consider daily traffic volumes Limiting the analysis to peak hour traffic ignores impacts caused by the full daily load both on local streets and regional roadways. The analysis does not account in particular for congestion on US 101 that has in effect extended the peak to most of the day, with a corresponding increase in aggregate delay.

In addition, the Transportation Study understates traffic volumes on US101 as 220,000 vehicles per day in 2000.²¹ The correct figures for 2000, 2001, and 2002 are in the range of 250,000 – 270,000.

Page 82: The air quality analysis needs to evaluate PM_{2.5} as well as PM₁₀.

Pages 86 and 87: The Criteria of Significance do not take sensitive receptors into account.

Although the DEIR mentions (page 82) that a child care center is about 100 yards from the Project site, the Criteria of Significance do not recognize the sensitive population. The vulnerability of young children, particularly to diesel exhaust needs to be factored into the analysis of air quality impacts.

Page 96: The standard for lead hazard is 750 ppm, not 1000 ppm.²²

Page 102: The DEIR recommends “as systematic program of pre-construction archaeological testing” but does not include it as the recommended mitigation.

Pages 115 - 127: The DEIR does not evaluate the alternatives against the City’s objectives for approval.
See comments IIC on page 2 of these comments.

²¹ page 2-1, 9/17/02 Transportation Study

²² USEPA 2002 Preliminary Remediation Goals

Attachment 1 E-MAIL CORRESPONDENCE BETWEEN RON MORGAN AND TAMMY CHAN

From: Ron Morgan [rmorgan@bhnc.org]
 Sent: Friday, June 27, 2003 4:40 PM
 To: Tammy Chan
 Subject: Home Depot Questions and Document Requests

Hi Tammy,

As we get deeper into the Home Depot Draft EIR a number of questions have arisen that require further documentation so we may better understand it's findings. For now I'll just list the materials, let me know their availability:

1. Parking lot counts used to calculate trip generation rates, including in-out split for parking lot queuing analysis. (Appendix C, 9/02 Transportation Study)
2. Market share data used to generate trip distribution estimates. (Appendix C, 9/02 Transportation Study)
3. Home Depot Parking Study (Barton-Aschman Associates, Parking Demand Study, 1/92 [referenced in DEIR p. 60])
4. Monthly variation in sales (Appendix C, 9/02 Transportation Study)

We would also appreciate the supporting data for the following assertions in the DEIR:

5. Number and distribution of daily truck trips per day ("Based on information from a similar [unspecified] Home Depot store...")
6. Number of construction workers at peak: 30-40 per day
7. The increase in daily population on site by 2500 – 3300 people (75-100 employees, 2,500 – 3,000 shoppers)

Also, could you outline the governing standards or requirements for each approval that the Project needs in order to go forward?

1. Public Works – curb cuts (What standards govern/guide approvals?)
2. Building Inspection – demolition and building permits (Are these considered discretionary because of Prop M?)
3. Parking and Traffic, Interdepartmental Staff Committee on Traffic and Transportation – approval of new signals, crosswalks, left-turn pockets, change to median (What standards govern/guide approvals? Are these decisions subject to appeal?)
4. Board of Supervisors – left turn pocket, changes to median (What standards, and findings are required?)

- 14 5. Planning Commission – What specific approvals will they be asked to give, what are the required findings, and which can be appealed? (Certification of EIR? Use Permit? Consistency with Prop M Priority Policies?)

We also have a number of questions that are difficult to answer without further data:

- 34 1. What is the basis for the Project Sponsor's statement that most employees would already reside in San Francisco?
- 13 2. Project objectives include construction of a "standard size Home Depot home improvement store but no size is specified. How big is the "standard size"? What does a standard size store include? What proportion of Home Depot stores do not meet the standard? How many stores have received permits in the last year that are smaller than the standard size?

Thanks!

Ron Morgan
Community Organizing Coordinator
Bernal Heights Neighborhood Center
206-2140 ex 155

From: Tammy Chan [Tammy.Chan@sfgov.org]
Sent: Friday, June 27, 2003 5:07 PM
To: Ron Morgan
Subject: Re: Home Depot Questions and Document Requests

Hi Ron-

Most of your questions pertain specifically to the data and accuracy of the DEIR, therefore, it will be responded to in the Comments and Responses Document which will be published after the public hearing. I will print out your email for the record as comments to the DEIR. I'm sure you have more questions and comments regarding the draft EIR than what is below so any remaining concerns should be submitted to us in writing by 5:00pm July 11th. Just be on the safe side, any additional comments should be mailed, faxed, or dropped off to my attention prior to close of business on July 11th. (Our email is not reliable and has been known to crash and system failures.)

You had a couple of questions regarding approval actions, which I can address now.

As you know, we are governed by the planning code and CEQA guideline. However, the standards and regulations for each of the divisions are better answered by them. You might also want to check out their website on the sfgov.org network.

1. Public Work's curb cut division- 558-6060

2. Building Inspection- 558-6096
3. Parking and Traffic- 554-9811
4. Board of Supervisors- (I'm not sure how they govern these issues or who you'd need to call, however, I believe they have a transportation committee and that might be who will be reviewing this.)
5. Planning approvals- the neighborhood planner on this project is Mat Snyder and his number is 575-6891. He will be the planner that will present findings to the commission for their consideration and he would be a better person to talk to regarding what is needed for this project and what can be appealed. I believe everything is appeal-able to the board of supervisors, including the EIR.

Like I stated perviously, all other questions from your email will be in the file as part of the record for comments to the Draft EIR.

Thanks for your patience and input in this matter and have a good weekend.

Tammy Chan, Environmental Planner
city and county of san francisco planning department
mail: 1660 mission street, suite 500, san francisco, ca 94103
location: 30 van ness avenue, suite 4150, san francisco, ca 94102
t: 415.558.5982
f: 415.558.5991
www.sfgov.org/planning

Attachment 2

15

A SAMPLING OF NEW HOME DEPOT STORES BY SIZE

Results of a web searches in April - July

PLACE	SIZE (SF)	OTHER SITE DEVELOPMENT	SOURCE OF INFO
Brattleboro VT	60,000		Bennington Banner 5/19/2003
Chicago Ill	80,000	200 park sp + 19000 garden	Home Channel News April 17
Sault Ste Marie, Canada	84,000	center	The Sault Star, Friday, April 25, 2003 - 09:00
Bennington VT	90,000	+ 18700 garden	Bennington Banner 5/19/2003
Ithaca NY	95,000	center 24000 garden	Journal
Kuai HA	95,000	center	
Mishawaka MI	95,000	24000 garden	WNDU News Center - 7/4/03
Sonora CA	95,860	center	Union Democrat- Sonora CA
Middletown CT	103,000	+ garden center 23657 garden center; 422-space	Middletown Press Staff 4/18/2003
Grand Haven mi	103,316	parking lot + 27000 garden	Grand haven tribune (MI)
Catskill, NY	104,000	center + 31908 garden	Freeman staff(NY) 4/19/2003
Polk County FL	104,795	center	Polk on line - Polk County Florida, Web posted Wednesday, April 1
Palatka NC	104,795	33000 garden center 31240 garden	Palatka Daily News july 2 2003
Lake Jackson TX	104,884	center	The Facts - Brazoria County Texas 4/28/2003
Millcreek Township UT	109,000		The Salt Lake Tribune UT
Kenai AL	110,000		home channel news -july 7, 2003 By JAMES THORNER, Times Staff Write r© St. Petersburg Times 2003
Pasco County FL	134,500		Dublin Courier Herald, GA - Apr 9, 2003
Dublin CA	135,000		The Ledger.com Lakeland FL
Lakeland FL	136,703	+ 35,500- lumber center and 26,000- garden	
Clackamas OR	139,000	center	The Oregonian 4/30/2003

Comments on the Home Depot EIR – Traffic Issues

Problems with the Transportation Study and Traffic Data

40 The City contracted for a transportation study to be conducted by Wilbur Smith Associates, published in September 2002. This transportation study is inadequate in many areas, and needs to be redone.

1. **Faulty assumptions for distribution of visitor trips skews data on traffic**
The transportation study makes assumptions about where (geographically), the traffic will come from and, therefore, whether it will use freeways or surface streets. The study claims that Home Depot's market research shows that a full 24% of the vehicles would come from the south bay or peninsula. (Transportation Study Page 3-4.)

44 This number is significantly overestimated. While the actual market research data is not provided, it's hard to imagine that many people on the peninsula would drive past the two Home Depots in Colma or the Lowe's in San Bruno, to fight the traffic to drive all the way up to San Francisco to shop at Home Depot on Bayshore Boulevard. We would like to see this market research data. Yet by using these assumptions, the traffic estimates are skewed towards freeway approaches, not surface approaches to the project. This would lead to understating the traffic impacts on surface routes, a primary concern of neighbors in Bernal Heights. Indeed, the conclusion that only 13% of the vehicles would approach from Cortland Avenue is low. And that 15% would come from Loomis Street is very high. These assertions should be further studied.

2. **Much of the data was supplied by Home Depot.**

The transportation study is supposed to be an independent study on the traffic impacts. Yet in evaluating current and future conditions, the transportation study relies heavily on data provided by Home Depot itself. We request to see the raw data supplied by Home Depot and the evaluation the City performed of this data. This data includes:

- 40
- a. Parking lot counts used to calculate trip generation rates, including in-out split for parking lot queuing analysis (Transportation Study Appendix C).
 - b. Market share data used to generate trip distribution estimates (Transportation Study Appendix C)
 - c. Home Depot Parking Study (References in DEIR Page 60)
 - d. Monthly variation in sales (Transportation Study Appendix C)
 - e. Number and distribution of daily truck trips per day ("Based on information from a similar [unspecified] Home Depot store..." (DEIR, p 72; Appendix D, 9/02 Transportation Study
 - f. Construction workers at peak: 30-40 per day (DEIR p7, Page 4-19 Transportation Study 09/02)

3. Trip Generation Rates Are Inconsistent

The transportation study is supposed to look at the travel demand expressed in a trip generation rate, or person-trips per square feet of gross space. The study uses two different methodologies for calculating this information – one for weekday pm peak hours, and another for weekend peak hours. All rates are expressed in vehicle trips, not the requested person-trips. Why did it use different methodologies for these two calculations?

For the weekday pm peak hours, the study averages driveway counts performed at four Home Depots in California four years ago. The undemanding criteria for the selection of these four stores (“either free-standing or with separate entrances/exits for their parking facilities”) and location (“within urbanized areas”) suggests that a much larger database could have been used. Given the wide range of trip rates among Home Depot stores and the widespread interest in traffic issues by communities throughout the country, it would seem that consistent, statistically valid national and California numbers must be available. Why select just these four – Home Depot has 163 stores in California alone. Did the City have access to this information? Are the four really the most representative of this situation?

For the weekend peak hours, the transportation study used counts conducted at the Colma store, in the winter of 1995-1996. This data appears to be older, and shows lower counts than the data collected in 1999. Why was this different methodology used? Why older data, and why just from one store? No explanation is given.

4. Trip Assignment Data Misses Randall Cut-over from San Jose Avenue

In performing the trip assignment analysis, the traffic study anticipates driving routes from different neighborhoods. This data is used in assessing traffic impacts. (Transportation Study, Appendix C.) None of these analyses consider a common traffic pattern from Glen Park, Diamond Heights, Balboa or outer Noe Valley, where cars use Randall Street to cut across San Jose Avenue, left onto Mission, then turn right onto Cortland. This is a commonly used path for access to and through Bernal Heights. It's important because it puts more pressure on the intersection of Mission and Cortland, one of the intersections which is projected to degrade into the Level of Service F level.

5. Projections of Future Traffic Growth are Seriously Underestimated

The Transportation Study makes predictions about future traffic conditions, in the year 2015, by applying a simple growth factor to “current plus project” projections. Yet this methodology completely overlooks the reality of the true growth factors that the opening of a big box project like Home Depot will create. Once one big box store opens in an area, it launches an avalanche of development of other big box stores nearby. One only needs to look at nearby Colma or Emeryville to see this trend. Home Depot was one of the first anchors in both of those areas, which have since seen explosive big box development, and the accompanying traffic nightmares. Even now, Pier One has a lease option on an adjacent property on Bayshore Blvd, contingent on the Home Depot project's

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being built. And the Planning Department has plans to zone the whole Bayshore corridor for big box development, making this trend a certainty. So all the estimates on future traffic impacts for this area are seriously underrepresented because they ignore this inevitable explosive big box growth. All of the traffic estimates for 2015 need to be recalculated.

Impacts of Traffic are underrepresented and unacceptable

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According to the Transportation Study, The Home Depot project would generate up to 848 additional vehicle trips per hour during the weekday peak hours, and an additional 1268 vehicle trips during the Saturday peak hour.

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1. **This Saturday peak hour coincides with the Alemany Farmers Market** activity, further exacerbating the already congested conditions in that vicinity. The DEIR does not address whether project traffic will have any negative impact on the Farmers Market.

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2. **Spillover to Side Streets.** Traffic backups at Cortland and Bayshore will cause eastbound traffic to use residential side streets. The DEIR states, "To avoid the queues and the associated delays at the Bayshore/Cortland intersection, drivers may divert to other routes, such as Putnam Street." (DEIR page 68). We are certain this will happen, since it already happens during the busy Saturday Farmers Market time. The proposed improvement here is to add an additional right turn lane from Cortland to Bayshore. But there are already two lanes of traffic there, even if there isn't a clear white stripe dividing them. This is a non-solution to this situation. The DEIR makes it sound like there is very often a MUNI bus there, eliminating that second right turn lane. We wish the service was indeed that frequent, but there is rarely a bus there, and if so, only briefly.

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3. **Current design shows Cortland Avenue feeding into Home Depot Driveway.** This will cause an unacceptable level of congestion at this intersection. While the DEIR tries to dismiss this issue with a traffic signal and left turn lanes, one need only picture the cars queued up to enter the Colma driveway to imagine the kind of congestion that this project will introduce into this major traffic route for Bernal Heights. Why don't any of the alternatives show a different layout, where the driveway does not line up with Cortland?

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4. **Level of Service Degradations for Freeway On-Ramps Unacceptable**
The Transportation Study shows that if the Home Depot is built, in the very near future (year 2015) the five freeway on-ramps will degrade to Level of Service (LOS) Grade F. And this can't be mitigated. The study concludes, "...no feasible mitigation measures to improve operations of the freeway mainline-ramp junction have been identified, and the **Proposed Project's significant contribution to the on-ramp conditions would be considered a significant unavoidable impact.**"(Transportation Study page 4-25.) We believe that this impact should provide the Planning Commission with an overriding concern about the negative

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effects of this project on the surrounding area.

5. Level of Service Degradations for Intersections Unacceptable

Similarly, many of the intersections studied will degrade to levels D or E, if this project is built. The City considers levels E and F as "unacceptable." Because Bernal Heights' geography limits our east/west access routes in and out of the neighborhood basically to either Cortland Avenue or Crescent Avenue, we consider a LOS D as unacceptable. We don't really have the choice of going another way, when one of these key intersections is congested.

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The chart below shows the projected levels of our intersections and on-ramps for the three projected periods, according to the transportation study. To allow so many key intersections to degrade to level D, E, or F is an unacceptable result of this project, since it would substantially change the quality of life and pedestrian nature of the neighborhood.

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The chart below also brings to light how some of the LOS data in the transportation masks the true nature of the traffic impacts. The charts on Level of Service in the Transportation Study show averages for each intersection, which is misleading for some key intersections. For instance, the "Existing Plus Project" LOS for Cortland and Bayshore is portrayed as a D, which would be considered acceptable to the City (although not to us). What the DEIR doesn't mention is that this D is an average for the intersection, and that the eastbound direction of Cortland at Bayshore degrades to level E during both the weekend and evening peak hours. (Transportation Study, page 4-7) [And the busiest traffic period for this intersection, the morning commute hour, was not even studied at all.

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Similarly, by providing an average LOS for the intersection of Bayshore and Industrial, the DEIR overlooks the projection that "both the eastbound left-turn movement and the southbound through movement would operate at LOS E." (Transportation Study page 4-7) Yet this is a crucial traffic pattern for cars coming off the freeway to reach the project location.

	Traffic Ratings at Intersections and Freeway Ramps	Current Rating		Current + Home Depot		Year 2015	
		Week-day pm	Sat. Midday	Week-day pm	Sat. Midday	Week-day pm	Sat. Midday
	Location						
	Freeway ON RAMPs						
A	US 101 NB @ Alemany/Industrial On	C	C	C	C	F	C
B	US 101 NB @ Bayshore/Cesar Chavez On	C	F	C	F	F	F

	Traffic Ratings at Intersections and Freeway Ramps	Current Rating		Current + Home Depot		Year 2015	
C	US 101 SB @ Alemany/Industrial On	C	C	C	C	F	F
D	US 101 SB @ San Bruno On	C	B	C	B	F	C
E	I-280 WB @ Alemany On	F	B	F	B	F	B
Traffic Intersections							
1	Bayshore/Jerrold/101 NB Off	C	D	D	D	D	D
2	Bayshore/Oakdale	C	C	D	C	D	C
3	Bayshore/Cortland - Average for intersection	C	B	D	D	D	D
3	Bayshore/Cortland - Eastbound Cortland	Info not given		E	E	E	E
4	Bayshore/Industrial- Average for intersection	D	C	D	C	D	C
4	Bayshore/Industrial- Eastbound Industrial left turn land and Southbound Bayshore			E	C	Info not given	
5	Bayshore/Silver - Average for intersection	C	B	C	B	D	B
	Bayshore/Silver – Northbound left turn	Info not given				F	Not given
6	Alemany/Putnam/101 SB Off	C	C	C	D	C	D
7	Alemany/San Bruno/101 SB on	C	B	C	C	D	D
8	Almany/Cut thru/101 NB off	A	A	A	A	B	A
9	Industrial/Cut thru	B	A	B	A	B	A
10	Mission/Cortland	B	C	C	D	F	F
11	Cortland/Andover	B	B	C	B	C	D
12	Cortland/Folsom	B	B	B	B	B	B
13	Oakdale/Loomis	C	B	C	C	D	C
14	Industrial/Loomis	B	B	B	B	C	B

71

6. Mission and Cortland Intersection Degrades to F

The Transportation Study shows the intersection of Mission and Cortland degrading to the unacceptable Level of Service F. This will have serious impacts for Bernal residents, as this is a primary gateway to and from Bernal Heights. It will also impact many MUNI lines, including the 14 Mission, 24 Divisadero, 49

Van Ness, and 67 Bernal Heights.

The proposed mitigation to this is to install a left-turn signal for southbound Mission Street. This is completely inadequate to resolve the problems that this traffic will create. The DEIR assumes that the traffic will be primarily southbound, turning left onto Cortland (to cut through Bernal Heights to reach the Home Depot.) Yet traffic counts from the recent BART Feasibility Study for a possible 30th and Mission Station do not confirm this assertion that most traffic is southbound. In the BART's counts, the southbound totals for a 24 hour period were 8020 vehicles, and the counts for northbound traffic found 10,668 vehicles. (May 2003, Feasibility Study For an Infill Bart Station, Appendix B) So a left-turn lane for the southbound traffic would cause more delays and queuing for northbound traffic. The proposed mitigation is completely inadequate. This situation warrants much more careful study and analysis.

7. Traffic Calming Studies Finds Hotspots But DEIR Ignores Them

While the DEIR claims that traffic on Cortland and other residential streets is relatively light, the City's Department of Parking and Traffic found enough traffic problems in Bernal Heights to perform a Traffic Calming Study. The Traffic Calming study identified many issues of concern along Cortland Avenue: cut-through traffic along the entire street between Bayshore Blvd and Mission Street; collision hot-spots at many intersections along Cortland, and congestion at the intersections of Cortland/Andover and Mission/Cortland. It found similar problems at the intersection of Alemany/Putnam/ 101 southbound off-ramp.

The Traffic Calming Study's figures on total collisions at various intersections between 1995 and 1999 are somewhat alarming. The worst intersection, at Crescent Avenue and Alemany Blvd., has seen 54 collisions during this four-year period, which caused injuries to 58 people. Twenty three collisions at Cortland and Mission caused 26 injuries. These findings suggest that the simple Level of Service assignments to intersections don't portray the complete picture of the actual traffic situation in a neighborhood.

8. Will Proposed Alternatives Really Bring Less Traffic?

The DEIR discusses two slightly smaller alternatives, a 107,400 square foot store, and a 140,000 square foot store, suggesting that this slight reduction in size would reduce the traffic enough to avoid some of the traffic problems of the larger store. This is an underhanded manipulation of some basic formulas used to project vehicle trips. It suggests that some number of people considering shopping there will decide not to go because it's not big enough. The City must find a way to estimate what the basic threshold of demand will exist for any Home Depot of any size.

Parking Impacts

1. The proposed parking garage can't meet peak demand. Information from traffic study withheld from DEIR.

The project anticipates a peak demand for 539 parking spaces on Saturday afternoons. The garage will have 550 spaces.

The DEIR concludes that this is adequate: "Since the proposed project would include 550 parking spaces, it would meet the Planning Code requirements and meet the anticipated parking demand." (page 6),

91 Yet the Traffic study has other information. The traffic study includes a very significant additional paragraph on "Parking Supply versus Planning Code requirements" which concludes that the parking structure won't be able to hold all the cars at peak times. "It should be noted that parking facilities typically have an effective capacity of about 90 percent, which accounts for certain inefficiencies of the facility, and that spaces emptied cannot be immediately reoccupied. As such, during the peak parking demand periods, it may be difficult for drivers to find parking within the Proposed Project's parking garage." (Page 4-15).

This information was not included in the DEIR, which seems to be a serious omission of a finding by the project's own consultant. We expect the effective capacity to be even lower than 90% because the garage is on three levels. For a store where consumers purchase large items, and they must push large, heavy carts to their vehicles, they prefer to park on the lower, entrance level, not the higher levels. Even when ramps or elevators are provided, people prefer to park at the entrance level. This is certainly the case in Colma, where people will circle the lower level or wait for vehicles to depart, rather than go up the ramp to the upper level of parking. It is unacceptable to build a project when the garage cannot hold the related parking.

Parking garage spillover will increase traffic back-ups.

If cars can't fit into the garage, they will either queue up on the street waiting to get in, or they will circle the area. Both activities will cause further delays and traffic tie-ups. And idling cars create higher levels of toxic air emissions.

94 Parking problems won't encourage more transit ridership.

While the DEIR doesn't actually state that the garage won't hold all the cars, it does state that the effect of "cars circling and looking for a parking space in areas of limited supply...is often offset by a reduction on vehicle trips due to others who are aware of constrained parking conditions in a given area." (Page 56) This would not seem very likely, given that most people who shop at Home Depot are purchasing building materials and bulky items, which can't be transported on public transit.

Transit impacts

99 The DEIR and the Transportation Study both concede that the MUNI and Sam Trans bus lines which pass through the Bayshore corridor will be impacted by the slower traffic of vehicles come to and from the project, and vehicles lined up along Bayshore to enter the parking garage. The Transportation Study acknowledges, "... there would be a potential

for conflicts between buses pulling into and out of the curb bus stop and project-related traffic turning into and out of the garage. In addition, pedestrians waiting at the bus stop would experience higher levels of vehicle activity than currently occurs." (09/02 Transportation Study, page 4-13).

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The DEIR also admits that "travel times for MUNI and SamTrans buses would somewhat increase." (DEIR page 69) But it goes on to justify this by saying it will be just as bad as for non-transit vehicles. "Transit vehicles...would experience the same delays, queuing, and levels of congestion as regular vehicular traffic...In addition, transit vehicles may experience minor delays pulling out from bus stops into the travel lanes as a result of the increased traffic volumes and queues." This will be a particular problem for the MUNI's westbound 24 Divisadero bus line, which stops on Bayshore just south of the site, then must cross the three lanes of Bayshore Blvd to make the left turn onto Cortland. Since this is where cars will be backed up to get into the parking garage, this will be a source of delays for this route. This line already has enough delays, service problems, and uncertainties for riders to endure. A city with a "Transit First" policy should not allow development to further erode the existing transit services.






(A) Freeway on-ramps — see Table 1

(I) Study intersections — see Table 2

Source: Wilbur Smith Associates

Unacceptable "Levels of Service" Grades for On-Ramps and Intersections By 2015 With Home Depot

-  **Level of Service = F**
-  **Level of Service = E**
-  **Level of Service = D**

Collision Hotspot



Collision Hotspot Identified by Traffic Calming Study, SF DPT

Comments on the Home Depot EIR – Growth Inducement, Planning and Land Use

1. Land Use, Zoning, and General Plan Consistency:

29 The City is compelled to discourage development which has substantial undesirable consequences that cannot be mitigated. (Page 40)

154 The proposed development will have substantial undesirable consequences. The project will increase land values in the area, causing significant conditions for displacement of existing PDR businesses. The Draft EIR neglects to cite SF Redevelopment and SF Planning Department studies and planning documents on land value appreciation anticipated due to the project, its impacts on surrounding properties, the impacts of land appreciation on lease holding existing PDR businesses.

26 The proposed development raises a significant question concerning compliance with the San Francisco General Plan, since the General Plan's Land Use Indices do not pertain to Bernal Heights, and there is no Land Use element to establish reference.

2. Growth Inducement

The Draft EIR finds that the project would not have a significant effect on growth inducement (pg. 103, Section F). This finding is inadequate.

133 The proposed Home Depot development is intended to be growth-inducing, and its impacts as a growth-inducing development need to be studied as part of the EIR. Since the project's application for environmental review, Pier One Imports has lease-optioned a currently undeveloped site adjacent to the proposed Home Depot development on the condition that the Home Depot development is granted approval to build, which demonstrates that without even breaking ground, the project is inducing growth.

The San Francisco Planning Department and the San Francisco Redevelopment Agency, through the Eastern Neighborhoods Planning and Zoning process and the Survey Area Plan for the South Bayshore Survey Area, have stated an intention to encourage development, including Big Box retail development, along the Bayshore corridor. The Redevelopment Agency has been explicit in its support of the Home Depot proposed development that Home Depot is necessary to anchor and jumpstart further large-scale development along Bayshore.

The Draft EIR states that the project may induce commercial growth in the area, but such growth would be part of the planned growth for the City. The commercial growth induced by the project, if comparable in size and scope to the project (in aggregate as well as individually), would create impacts on infrastructure far above existing capacity. The possible impacts on infrastructure would include, but are not limited to; traffic, including intersections and freeway on and off ramps; traffic flow capacity of 101 northbound and southbound; water and sewage usage; mass transit routing; and emergency services response times. The Draft EIR reference to planned commercial growth provides no citation to a specific plan, so it is impossible to determine which plan is being referenced.

The San Francisco Redevelopment Agency has been very explicit that they support the project because the project will increase the value of the land on the site, and that the tax increment created by this increase will be ear-marked to finance other projects in the Bayview Hunters Point Survey Area. This increase in land value will cause increases in land value throughout the Bayshore IPZ, creating pressures for speculative rent increases for Bayshore businesses, leading to displacement of existing businesses.

The Planning Department anticipates this displacement in their recommended zoning changes for the Bayshore corridor, contained in the Eastern Neighborhoods Plan. They recommend that Bayshore Boulevard, from the US 101 to Loomis Street in one draft, and from US 101 to Barneveld Street in another, be rezoned to "Industrial/Large Retail", a euphemism for more Big Box retail development.

Again, the City, through it's agencies, have made explicit claims and based significant planning strategies on the basis of their belief that the proposed Home Depot will cause more than equivalent commercial growth, but will induce growth.

The Environmental Impact Report needs to review and analyze the reports, plans, studies and recommendations of the San Francisco Planning Department and the San Francisco Redevelopment Agency regarding the Bayshore corridor, and the proposed Home Depot development, including the Bayshore Boulevard portion of the Eastern Neighborhoods Plan, and the Bayview Hunters Point Community Revitalization Concept Plan and related documents to accurately assess whether the project is growth-inducing before making a finding.

Comments on the Home Depot DEIR – Seismic Analysis of Merchandise Storage and Spillage

129

The Draft EIR states that the subsurface conditions at the project site is underlain by about 9 to 22 feet of uncompacted and undocumented artificial fills over Bay Mud deposits, combined with groundwater levels from 9 to 14 feet below the surface (Page 95-96). Since the project intends to store inventory in a warehouse style fully accessible by the public, the EIR must study the impacts of seismic events on the style of storage racks used by Home Depot.

The public safety issues of merchandise spillage from Home Depot racks during seismic events require by an independent seismic consultant, and their recommendations need to be included in the EIR¹. Falling merchandise has been recognized as a significant safety hazard at Home Depot², and this is especially critical for storage of toxic materials identified by the state of California in Home Depot inventory as the project is sited on soil vulnerable to seismic disruption.

¹ The California Seismic Safety Commission conducted a 2001 study on general warehouse-style merchandise racks, but their conclusion was that more specific studies need to be conducted.

² "Falling Doors Kill Boy at Home Depot", <http://atlanta.bizjournals.com/atlanta/stories/2003/05/19/story1.html>; also, <http://www.fallingmerchandise.com/lawsuits.asp>; "Eight lawsuits for falling merchandise against Home Depot since January 2000" (Kings County, WA), <http://www.kirotv.com/consumer/2217901/detail.html>

July 10,2003

Planning Commission
City and County of San Francisco

163

Please vote NO on the proposed Home Depot for Bayshore Avenue. This project will be a traffic and environment nightmare for this area. The Bayshore corridor already has building materials suppliers of every type and Home Depot is not needed.

113

live on the corner of Putnam and Jarboe Avenues. The traffic study has said that cars will come this way to get to Home Depot. These streets are already crowded on Saturdays and Sundays with traffic for the farmer's market and the flea market. Putnam is too narrow for two cars to pass in many places. Traffic will be horrendous if Home Depot is allowed to use Cortland Avenue as its drive way.

My wife and daughter suffer from asthma. This will be exacerbated by increased traffic and pollution in this area.

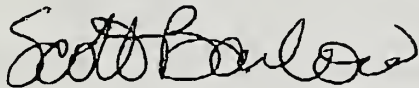
125

PLEASE VOTE NO ON HOME DEPOT.

Please note: I am a general contractor and I DO NOT want Home Depot in my neighborhood to increase the traffic and pollution.

113

Scott Barlow
900 Jarboe Avenue
San Francisco, CA
94110



Date: 7 July 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 14 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

69 Cortland Avenue cannot handle the volume of traffic
that will be generated by this store with its focus
on auto-driving customers. Many customers will try
to approach via ~~for~~ Mission to Cortland. Public
transportation on Mission and Cortland will be
hindered. 119 Stalled, idling cars will release emissions
and damage air quality in surrounding areas

Sincerely,

Amy Beina
Signature

Printed Name: Amy Beina

Address: 407 Gates St. San Francisco 94110

LOS #15 UNDER
APPEAR Page 3 of 6

15 Would like to see
The Community Commitment
Document included
in the DEIR

Improvement

7/10/03

Shelly BRADY
Bell

60 The DEIR does not adequately address the traffic impacts created by the building design. It also does not adequately address and discuss the improvement conditions necessary to address to impact on traffic flow. The only conditions addressed are the Cortland Street pedestrian walk ways, and signals. Additional consideration should be given to other intersections as a result of the design.

Summary/Transportation Page 4

58 1. DEIR indicates the proposed project would generate 848 vehicle trips during the weekday pm peak and 1268 vehicle trips during the Saturday midday peak. Then on page 5 it indicates that the additional vehicle trips would not change the operating conditions at the intersections studied. It states that all analyzed freeway on-ramps would continue to operate at the same levels of service as under existing conditions. Further, the second paragraph of page 5 states the increase in vehicles destined to and from the proposed project would result in a moderate increase in delay at individual movements at several study intersection. Vehicles making these movement may experience somewhat higher delays. These statements seem to contradict each other and require further explanation. The projects design does not adequately address the traffic patterns that will result from the project. In Paragraph 3 on page 5 additional discussion and analysis is needed relative to the average queues. The proposed left turn pocket should be analysed based on peak traffic conditions to the project.

91 Page 6 Paragraph 3 indicates the proposed project is required to provide 503 off street parking spaces per code. The project would include 550 parking spaces. Further discussion of parking impacts from the project during peak periods is required. If during peak periods it is anticipated there will be approximately 600 vehicles during peak, additional discussion of overflow parking is needed. The current design does not accommodate peak vehicle trips and further discussion of how on-street parking will impact traffic flow should be included in the deir.

96 3. Page 6 last paragraph indicates there will be about 30 daily delivery trips per day of approximately 15 semi tractors trailers and 15 small trucks/vans. The current project design shows the truck entry on Loomis, but no discussion of traffic impacts by these trucks to the intersections of Bayshore/Oakdale, Oakdale/Loomis or Industrial Way/Loomis. More discussion is required of these impacts and alternative project designs to mitigate truck congestion. Further, no discussion is provided on the impact of these trucks to neighboring Loomis businesses. With four truck stalls, further discussion is warranted on the projects impact on existing business should trucks be queued to enter the loading area. See Site Plan Figure 2 A-4 of DEIR.

107 4. Page 7 last paragraph indicates that future operating conditions on 101 and 280 will worsen and that the proposed projects contribution to the poor on-ramp

107 conditions would be considered a significant unavoidable cumulative impact. This requires additional discussion of improvement conditions that could be provided by the project sponsor, as well as further analysis of the proposed design for alternatives that may address and alleviate this impact.

87 5. Page 54 indicates the traffic signal at Cortland and Bayshore is 20-25 seconds often meaning people are unable to cross within the allotted time. Additional discussion and analysis of improvement should be given to improving the allotted crossing time considering people leaving the proposed project may be carrying purchases. If the time for this signal is increased then impacts on traffic cued to turn will increase. This warrants further discussion on parking lot access in the project design and any potential improvement conditions the project sponsor will need to address.

139 6. Page 11 D. Mitigation Measures indicates project's contribution to the adverse conditions to the Mission/Cortland would be significant by the year 2015, but doesn't discuss how the project sponsor will

27 7. Page 40 and 41 Under the general Plan. The DEIR list the key objectives and policies of the General Plan relevant to the proposed project. Further discussion is necessary beyond listing the General Plans Objective/Policy. Discussion relative to HOW the project meetings these goals is necessary. The project design seems inconsistent with Urban design element policy 2 and policy 6. DEIR should detail how the project meetings the general plan policies as listed. Also under the transportation element, policy 6.1 the project design as present does not appear to designate expeditious routes for freight trucks and required by the policy. The lack of adequate crossings fails to provide adequate crossings as mentioned in policy 23.7. The truck entry provided in the project design does not adequately serve the 30 daily truck deliveries anticipated by the project and therefore does not meet Policy 40.1 Further discussion of how the project will meet the policies of the general plan is necessary.

74 3 8. Page 62 paragraph 2 indicates Cortland avenue will see an increase in vehicle traffic of 106 vehicles during the weekday and 159 vehicles during the the Saturday peak. It is anticipated this will result in increase in the hourly traffic volumes. This merits further discussion of where vehicle access to the project could be to determine if this will discourage or encourage the use of Cortland avenue to the project. *THESE VEHICLE WILL MOST LIKELY BE RESIDENTS OF THE CORTLAND AREA, NOT PEOPLE WHO WILL USE THE FREEWAYS.*

139 9. Improvement conditions to the project as identified on page 110 are inadequate and merit further discussion. Additional improvement measures may be necessary to address traffic including improvement of additional intersections such as Oakdale/Loomis where truck traffic will access the truck entry and at Boutwell/Loomis which may be another access direction. The parking garage will not accommodate all cars on peak days and off street parking as identified in the DEIR on Loomis and Waterloo streets could impact access to the Parking

94

Just AS The
Commuters
Travel Cortland
So will Residents

94

garage. The project sponsor indicates the project will have an adverse effect on traffic by year 2015, but doesn't indicate the project sponsor's commitment to funding improvement conditions. Project sponsor assumes the cost of future improvements will not be borne by the project sponsor, but by the city. Improvement conditions should discuss how the project sponsor will address these improvements if the City will not or cannot implement the improvements.

139

77

10. Additional discussion and analysis of the project design is warranted. Access to the parking areas, the truck entry and the traffic on Bayshore, Loomis, Oakdale and Boutwell contribute to the potential traffic congestion issues. The addition of a u turn lane on Bayshore will create traffic congestion of vehicles leaving the project garage and crossing traffic to utilize the u turn lane and of vehicles that may make the u-turn to head north.

11. Improvements to Bayshore do not address access to other Bayshore businesses. The vehicle access to and from the project does not provide access to neighboring businesses. Vehicles will be directed to the project and away from the project. Improvements to Bayshore do not include pedestrian access to neighboring businesses.

79

12. The project design shows the parking ramps near the Waterloo Street vehicle access. Further analysis is needed to determine if this will contribute to traffic congestion on Waterloo, thus creating traffic problems on Bayshore and/or Courtland Street. The project design will add to the traffic problems by virtue of the layout of the parking garage access and the truck entry off of Waterloo. More analysis should be given to a design that provides better traffic flow to and from the project area, with improvement conditions made by the project sponsor to prevent traffic jams into the project.

130

13. Soil results are not adequately addressed. The Initial study indicated that quarterly monitoring indicated first 3 quarters were negative but the fourth and final monitoring result was not addressed. What is impact of soil contaminants identified in the soil samples if they are disturbed during excavation of 8500 cubic feet of soil for the piles. Further discussion of hazardous materials mitigation is needed. Depth for a suitable bearing layer for the piles should vary from 30 to 115 feet below grade, what is the soil quality at this depth. What is the potential exposure to contaminated soils.

61

14. The DEIR does not address traffic impacts to major Bayview Hunters Point streets. BVHP has the largest number of homeowners in the City. Those who choose to patronize Home Depot will drive to the store. Roads such as 3rd and Oakdale, Palou, Silver and Paul will be heavily used to access the project and should be addressed in the traffic study.

15. Air Quality issues AS Identified By DR. GINA SOLOMON should be discussed further

----- Original Message -----

From: "Tammy Chan" <Tammy.Chan@sfgov.org>

To: <sbbpr@pacbell.net>

Sent: Wednesday, August 13, 2003 9:27 AM

Subject: Home Depot EIR comment

Hi Tammy,

Thanks for your follow up. My comment is actually repeated and completed 3 paragraphs down in my remarks, but I've finished this sentence as well.

" Page 11 D. Mitigation Measures indicates project's contribution to the adverse conditions to the Mission/Cortland would be significant by the year 2015, but doesn't discuss how the project sponsor will address these improvements if the City will not or cannot implement the improvements".

Further down in my written remarks the paragraph begins with "Improvement conditions" The last paragraph actually repeats this same concern.

it reads,

The project sponsor indicates the project will have an adverse effect on traffic by year 2015, but doesn't indicate the project sponsor's commitment to funding improvement conditions. Project sponsor assumes the cost of future improvements will not be borne by the project sponsor, but by the city. Improvement conditions should discuss how the project sponsor will address these improvements if the City will not or cannot implement the improvements.

Thanks Again,

let me know if you have additional questions.

Date: 7/5/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 09 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

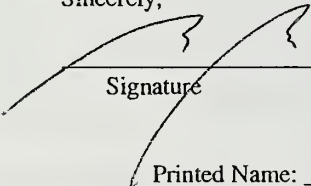
Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

- 67 1) I am a small business owner with a location at the foot of Cortland Ave, near the Home Depot site and I am very concerned that the increased traffic will make deliveries to my site so difficult that my suppliers will not be able to send their trucks.
- 70 2) The increased traffic on Cortland will cause intolerable congestion that will create unsafe conditions. I am concerned for the safety of my kids + others in the neighborhood.

Sincerely,


Signature

Printed Name: Mike Boss

Address: 1615 Cortland Ave.

SF CA

Sharon Carew
924 Treat Ave.
San Francisco
CA 94110

Planning Department
1660 Mission Street
San Francisco
CA 94103

RECEIVED
MAY 01 2003
PLANNING DEPT

May 1, 2003

Dear Paul Maltzer,

I am writing to you because I am very concerned about the prospect of a Home Depot going up at 491 Bayshore Boulevard. I

125

believe this will have a negative impact on the environment of San Francisco. The air pollution would be horrendous from the traffic and big trucks. The community could best be served by mixed income

163

housing, community services and outreach programs. We don't need or want another home Depot.

As a home owner and tax payer I strongly oppose the Home Depot takeover.

Thank You,



Sharon Carew

Date: 5 July 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 11 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

67

I live in Bernal Heights & use Cortland all the time. Traffic on Cortland & Bayshore will be horrible w/ a Home Depot.

There should be smaller stores along Bayshore, not Home Depot.

Sincerely,

David Chatfield
Signature

Printed Name: DAVID CHATFIELD

Address: 124 Eugenia Ave, SF 94110

Date: 7/9/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

- 67 • Already Traffic is a large problem on Cortland which is the only road accessing Bayshore from Mission.
- This neighborhood will be adversely impacted by increased traffic noise and pollution.
- 153 • Small merchants (Coke hardware) will be pushed out of business by a Home Depot.

Sincerely,

Mae Chesney
Signature

Printed Name: Mae Chesney

Address: 555 Holly Park Circle
San Francisco, CA 94110

RECEIVED
JUL 14 2003
PLANNING DEPT

Date: 7-8-03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 14 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

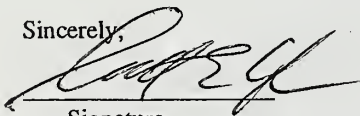
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Here is why I am concerned.

67 I am concerned, because Cortland St. has more traffic than ever at this point. We are a quiet residential neighborhood & cannot handle any more traffic, pollution or noise.

I believe the Home Depot store at the Bayshore location will erode the qualities that make Bernal a desirable neighborhood.

Sincerely,



Signature

Printed Name: SCOTT E. CUNNINGHAM

Address: 252 ELSIE ST. S.F.

Date: July 02, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 07 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113 My husband and I bought a home in Bernal Heights last year. We were attracted to the neighborhood after having rented there for a year and did NOT want to leave. I believe that the implementation of a Home Depot on Bayshore Bd. will have severe negative repercussions on the neighborhood:

125 ① - Increased air pollution from greatly increased traffic (+ idling cars as they wait to pull in)

113 ② - Increased traffic on Cortland St (increasing danger, decreasing charm), on Bayshore (highway access will be harder), on Potrero (as an alternate N-S axis).

Sincerely,

Melissa M. Diagona

Signature

Printed Name: Melissa M. Diagona

Address: 38 Samoset St
San Francisco, CA 94110

163 ③ - Driving out of business smaller stores with related products (e.g., Cole Hardware, Floorcraft, Tile).

④ - Further degradation of the Bayview neighborhood

Thanks for listening to this plea!

WRITTEN PUBLIC COMMENTS

To: Planning Commission

From: Shannon Dodge, 1465 Florida St., San Francisco 94110

Re: Home Depot EIR - OPPOSED

Date: July 10, 2003

I'm giving comment to you today as a near neighbor of the proposed Home Depot: I live on Florida St. at the corner of Cesar Chavez St., a stone's throw from the 101 on-ramp. (That's one of the heavily impacted on-ramps, according to this EIR.)

30 This EIR is flawed because it doesn't take into account the city planning department's stated plans to rezone all of Bayshore Blvd. ~~for~~ to encourage Big Box development.

125 However, even ~~being~~ ignoring that, the stated environmental
99 impacts are unacceptable: I point to the significant
113 adverse effect on regional air quality; the delays faced by MUNI passengers; and the adverse effects on local streets and intersections, just to name a few.

But I don't think any of the dozens and dozens of us who are here today to oppose this project want Bayshore to stay the way it is. Far from it! I for one am strongly in favor of development along Bayshore - it's rundown, ugly, and underutilized.

130 However, this kind of development is wrong for Bayshore. Instead, Bayshore could and should be developed as a mixed-use corridor, much like parts of Geary Blvd. ~~There~~ commercial uses coexist with apartments on the upper floors, on a street which carries a significant amount of traffic and of course the busiest line in the MUNI system. We need housing, not more traffic!

In 2001, I participated in community planning workshops along with hundreds of other neighbors from Bernal Heights, the Bayview, and the Mission. No one there wanted Bayshore to be a dumping ground for big box stores and traffic. Please, reject Home Depot at this inappropriate location.

Daniel G. Dodt
1556 Revere Avenue
San Francisco, California 94124

RECEIVED
JUL 14 2003
PLANNING DEPT

10 July 2003

Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street Suite 500
San Francisco, California 94103

Re: Home Depot Project – 491 Bayshore Blvd.
APN# Block 5598/ lots 8,9,11,13,15,16,18,21,28
DRAFT EIR dated March 29, 2003

Mr. Maltzer,

Thank you in advance for taking the time to review the public comments on this complicated and demanding project proposal. I have reviewed the Draft EIR, and although have a number of detailed comments which could take quite a bit of time to review, I will instead limit my appeal to a few key points.

162 As a Bayview resident and small business owner, Chair of the Economic Development Committee of the BVHP-PAC, member of the Bayview Merchants Association and Revere Ave. Residents Association, I have served on numerous local planning panels. The comments contained herein are of a personal nature and should not be interpreted as necessarily representative of any group or affiliation, although my knowledge of the facts of this project are the result of over two years of direct experience with the sponsor and my community. Like many of my neighbors, friends and associates in the Bayview and Bernal communities, and beyond, I share the desire for a revitalized Bayshore corridor, renewed commerce and growth in the area, and a home improvement supply store. The use of the old Goodman's sites for building and construction related supply activity is consistent with the historic and extant nature of the corridor.

In evaluating any proposal for land use or environmental appropriateness, we must rely on accuracy of information and factual data in order to make sound decisions on behalf of our communities. After reviewing the Draft EIR for this project, it is clear that a number of inconsistencies form the basis of the criteria used for the conclusions drawn.

36 Specifically, on **page 11** of the Draft EIR, the information on daily population presumes 100 daily employees and 3000 shoppers per day. We know from our lengthy discussions with the project sponsor that the daily employment figure is actually 300, **three times** the stated figure.

The resulting traffic and parking requirements for these employees are, by extension, incorrectly noted in the Draft EIR documentation. See the related conclusions drawn on **pages 6, 19, 21, 26, 58, 70, 103, 117, and in the appendices**. I acknowledge the correction made in the July 7, 2003 letter addressed to the BVHP-PAC by the project representatives on this point, but now question the validity of the related 'daily customer' figure of 3000. Traffic and environmental impacts are compounded as these figures increase. The project sponsor had ample opportunity to review and clarify the accuracy of the facts submitted in preparation of the draft documentation, in my opinion, and the misleading information contained within the original draft is not acceptable.

Other numbers do not add up:

36

Despite my repeated requests of the project sponsor to correctly identify the physical building size in the EIR, the stated 156,000sf size (**pages 2, 11, 25, 26, 42, and appendices**) does not reflect the actual 226,000sf store and included parking areas. It was recently stated by the project architect that the Bayshore store would 'be one of the largest stores in the nation' by this company. If the size is mis-stated, the 100 daily employee figure incorrect, and the shopper per day figure, which is the basis for the traffic study and resulting significant impact on regional air quality, also questionable, how can we rely on the Draft EIR as an accurate representation of the project impacts?

We should be given the opportunity to evaluate this proposed development based on accurate data. It would be irresponsible of us as citizens and planners to accept this document as written, in my opinion. The only reasonable action as a conclusion to the information submitted is to accept the Alternate A or Alternate B as described on pages **116,117**, or to request of the project sponsor a complete re-submittal of the Environmental Impact Report with accurate and up to date information and data. I respectfully ask that you reject the findings contained within the Draft EIR document. Thank you for your consideration.

Sincerely,



Dan Dodt

415 821.6307 v
415.550.7432 f

re: Bayshore Home Depot

April 6, 2003
RECEIVED

Dear Planning Department, APR 11 2003
PLANNING DEPT

Just wanted you to know that there is considerable support in Beach Heights in favor of the Home Depot project, despite self-appointed spokespeople in the neighborhood who would have you believe otherwise. They organize neighborhood meetings within a framework of opposition rather than open discussion, and

164

those in favor of the project began to
feel they are alone in their opinion,
but not so.

Best Regards,

Cindy Ehrlich
222 Montecolor St.
San Francisco 94110

Date: 6.28.03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 02 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

163

Traffic will be horrendous! Air quality will worsen! ~ Quality of life will go Down! THERE are already enough hardware stores/home improvement businesses nearby. ~ Mixed use housing - small business would be better use of THAT property!

Sincerely,

Larry Epstein
Signature

Printed Name: LARRY EPSTEIN

Address: 73 HOLLY PARK CIRCLE

Date: July 8, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 16 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

163

The charm of this neighborhood depends on the variety of small, intimate shops where, we as residents, are known. A mixed-use shopping area with hardware, clothing stores, bed & bath, movie theaters, etc. is so much more suited to our atmosphere & traffic ability than huge, impersonal big box stores. I have lived here for over twenty years.

Sincerely,

Pam Ernst

Signature

Printed Name:

Pam Ernst

Address:

107 Prentiss St.

Date: 7.10.03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: EIR PUBLIC COMMENTS

RECEIVED
JUL 16 2003
PLANNING DEPT

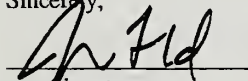
Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113 I have 2 small children and walk, ^{drive bike} in Bernal Heights every day. I am concerned about the traffic congestion & the heavy volume of traffic Home Depot would bring to a quiet residential neighborhood. These cars would use our neighborhood as a freeway across town & the streets can not accommodate this amount of traffic.

Sincerely,


Signature

Printed Name: Jean Field

Address: 174 Winfield St
SF CA 94110

Date: July 8 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 11 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113 The Environmental Impact Report is very alarming.
The increase of traffic and air pollution will very
negatively affect daily life here on the South face
of Bernal Heights.
163 I oppose any Big Box Retailers on Bayshore.

Sincerely,

Mary Fitzgerald
Signature

Printed Name: Mary Fitzgerald

Address: 562 Ellsworth St
SF, CA 94110

RECEIVED

JUL 02 2003
PLANNING DEPT

Date: 6/30/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

28

Home Depot is known for their predatory market practices. We have many viable local businesses that are directly threatened. Home Depot is not a local business. Profits do not circulate in our community - they go back to Atlanta.

157

Home Depot will not hire or build their stores with union labor - they do not support our local unions.

80

Traffic safety is at risk - especially freeway off ramps - a cost Home Depot will not address.

Sincerely,

Jean Fontana
Signature

Printed Name: Jean Fontana

Address: 268 Richmond Ave
SF CA 94110

163

PS we have a successful Home Depot in Daly City
Do we need two in such close proximity?
given the negative impact on our community
Answer must be No

July 10, 2003

Planning Commission of San Francisco
City Hall

Re: Proposed Home Depot on Bayshore Blvd.

Dear Commissioners:

163 We wish to tell you that we strongly oppose the above "big box" type store. It will lead
113 to major traffic congestion along Bayshore Blvd., the freeway entrances nearby and
especially in Bernal Heights along Cortland Street.

125 We are concerned about air quality as well, as is BAAQMD. All those cars visiting this
store will create a serious increase in pollution harmful to especially to children, the
elderly and persons with lung problems.

Muni riders will experience increased delays.

113 The parking garage won't be able to handle all the cars coming to that store.

Please do not allow this Home Depot here.

Sincerely,

Ellen M. Frank and Joseph Majer, Registered Voters.

243 Holyoke St.
San Francisco, CA 94134

Date: 7-5-03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 08 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

69

I live on Cortland Ave and am very concerned about the increased traffic that the proposed Home Depot will generate. Already, it is a busy thoroughfare, one of the few that connect Noe Valley, Glen Park and other neighborhoods to the Bayshore, freeways, etc. Already there is frequent congestion from the 24 bus route (which has few pull-over stops on Cortland), business deliveries, and double parked cars at the ATM and video stores. The intersection of Cortland & Mission is of particular concern. My work requires me to drive and frequently I come + go from my house several times a day. More traffic

Sincerely,

Rick Gerharter

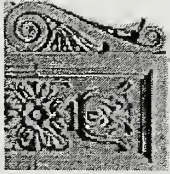
Signature

would be a big problem for me and my work responsibilities. A Home Depot is NOT a good use for that property on Bayshore.

Printed Name: Rick Gerharter

Address: 430 Cortland / at Wool

94110



Tammy Chan

07/02/03 10:45 AM

To: Tammy Chan/CTYPLN/SFGOV@SFGOV, Bill
Wycko/CTYPLN/SFGOV@SFGOV, Linda
Avery/CTYPLN/SFGOV@SFGOV

cc:

Subject: Fwd: Cortland Merchants Association, RE: Home Depot & Planning
Department

----- Message from MWGrafton@aol.com on Tue, 1 Jul 2003 23:18:15 EDT -----

To: Paul.Maltzer@sfgov.org

Subject Cortland Merchants Association, RE: Home Depot & Planning
: Department

July 1, 2003

Paul E. Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA. 94103

Dear Mr. Maltzer,

The Cortland Merchants Association (CMA) is unanimously opposed to the 153,000 SF Home Depot Project.

We are confident that you will not approve any plan that would , "exceed the Bay Area Air Quality Management District established threshold of significance of 80 pounds per day for emissions of reactive organic gases (ROG) and would be considered to have a significant adverse environmental effect on air quality." (Pg. 91, DEIR, Home Depot, 3/29/03)

The CMA also realize that it would be short-sighted and poor planning indeed to approve the 140,000 SF project, effectively exhausting the environmental criteria so as to prevent the predictable development of future sites along Bayshore Boulevard. This would deny the future, like eating the seed corn.

The real issue before you is an evaluation of the other proposed alternatives. Can any smaller project still be fully mitigated? At what cost to the immediately adjacent communities, the city, and the developer? Before you deliberate this decision, we would ask that you be mindful of the impact upon our friendly, artsy, diverse, liberal... small town within the big city. The friendliness and familiarity of our locally owned neighborhood-serving businesses are a source of pride in our association. We are re- emerging into a "go to" neighborhood, with new restaurants and businesses.

And we are having growth pains. The Cortland Merchants Association (CMA) is already responding to concerns about parking, traffic calming, inadequate street lighting, unpainted pedestrian school crossings, sidewalk cleaning, tree planting, and neighborhood beautification. These issues are our priorities.

We respectfully request that you not approve any plan that would disproportionately further burden our community. Not only our quality of life, but the character of our community is in jeopardy. We ask you to protect the nature and character of our community as vigilantly as our air quality standards.

On the other hand, we support a (generic) development of the site. Any development of this site should require that we all , and by "we all" I mean: the Bernal Heights community (residents, merchants, customers, religious and community organizations), the other San Francisco communities, the San Francisco Planning Department, the City and County of San Francisco Board of Superisors and Administration, and, of course, the developer, need to come to a written agreement that Bernal Heights and Bayview deserve priority access to funds and programs regarding traffic calming, parking, affordable housing, jobs and neighborhood beautification. We are the immediate communities. Help us move farther toward the realization of our goals as already defined. Help us preserve and protect the neighborhood that we cherish. Let's work together for our mutual benefit.

Respectfully,
Michael Grafton & David Ayoob, Co-Presidents

Date: 7-6-03

Public Comment Deadline: July 10th, 2003

RECEIVED

JUL 14 2003

PLANNING DEPT

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

125 Home Depot is not the type of Development
the Bernal + Bayview communities will derive
adequate benefit from, given the severe
environment impacts generated. These impacts
include an increase in vehicular traffic
and pollution at a level far above more sustainable
development such as housing, small business and
light manufacturing or services.

Sincerely,

Signature

Printed Name: Jonathon Gray

Address: 158 BOCAVA

SF

BERNAL Resident Since 1985!

Date: July 8, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 11 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

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I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

125 The proposed Home Depot is 153,000 sq ft and at that size exceeds the air pollution standards. Additionally, if Home Depot is a linchpin of a Bayshore redevelopment plan then other stores will be contributing to an ever greater air pollution level. yet they are not being taken into account. The proposed Home Depot could be reduced to 100,000 sq ft and still be economically viable and fall under the air pollution levels. Therefore, why would you or anyone support an oversized Home Depot (153k) which severely degrades air quality when a viable alternative is available. I urge a support of a smaller Home Depot or none at all.

Sincerely,

Signature

Printed Name:

Sophia Green

Address:

12 Prospect Ave

San Francisco, CA 94110

July 9th 2003

Mr Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 11 2003
PLANNING DEPT

Dear Mr Maltzer:

113

I am a resident of Bernal Heights and would like to comment on the Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. As I live on the eastern part of Bernal Heights I am a frequent user of Cortland Ave and Bayshore Blvd as pedestrian, driver and Muni rider.

I am totally opposed to the Home Depot project and have studied the Draft EIR and have the following concerns:

I disagree with two points in Appendix A, the initial study, under Environmental Effects.

38

1. I think the project would have a "negative aesthetic effect". It will be a much larger building and completely devoid of any character unlike the smaller varied buildings currently in that block of Bayshore.
2. I think the project would "substantially degrade or obstruct scenic views". I find the views of the Bernal and Bayview hills scenic as I drive South on Bayshore or West on Oakdale Ave. This project will obstruct those views and increase the sense of being hemmed in by endless walls of concrete. This project will set a dangerous precedent and therefore make it more likely that other huge boxlike structures will follow.

The following are EIR conclusions or estimates that are of concern to me:

94

a. Parking will be affected and cars will spill at peak times onto Bayshore and side streets.

67

b. Cortland, being the only substantial East West street may have it's circulation affected. Cars will move to other side streets. Cortland already becomes very slow at peak times. The project will exacerbate this and create difficulty for cars trying to enter Cortland from Side Streets.

99

c. The bus stop south of cortland on the east side of Bayshore will be affected as trucks pulling out will block the northbound lanes of Bayshore causing delay for the buses.

67

d. Southbound trucks turning from Bayshore into Cortland will have to cross the center divider and cause a hazard. Parking spaces will be eliminated to accommodate them.

80

e. Freeway onramps that are currently graded C will all go to F by 2015. One onramp is already at F so it will worsen too but is already at the worst grade now. This EIR does not take into account the cumulative effect of potentially more large development on this corridor.

125

f. This project does not meet air quality standards. It should be rejected on that point alone. This is the 21st century when are we going to stop approving unsustainable car dependent urban planning and begin focusing on transit friendly urban development instead, This corner is very well served by a number of different bus lines.

67

g. The new signals at the intersection of Cortland and Bayshore will go through an extra cycle to let traffic turning into the garage. This will mean longer waits for residents entering Bayshore from Cortland.

Points of concern that were not addresseed by the EIR:

80

1. There was no study of the offramps in the area and how the increased traffic on the streets will affect those. Will this back up onto the freeways themselves?

48

2. There was no study of morning rush hour patterns and whether the early opening of the store and it's use by contractors will coincide with the morning commute. Bayshore Blvd becomes very slow in the morning commute hours and is sure to be affected by added vehicular traffic.

57

3. There was no mention of the fact that trucks will be diverted to Bayshore during the construction of the rail line on Third Ave. This is sure to exacerbate the traffic situation

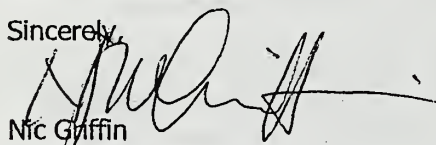
113

Bernal Heights is a neighborhood of particularly narrow streets. The added traffic to these streets will be a hazard to pedestrians and drivers alike. There is a Senior Center on Cortland Ave and an active program for frail elders in the neighborhood. There have already been injury accidents to frail seniors in the Cortland area. This can only get worse as drivers impatient with long waits fail to wait at pedestrian crosswalks.

163

I urge you to reject this proposed project. I am certain we can do better than Home Depot at this site.

Sincerely,



Nic Gaffin

101 Prentiss Street
San Francisco, CA 94110

Date: 7/8/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED

JUL 10 2003

PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113

1) I live between Mission Street and Holly Park Circle and I am sure that overflow traffic will crowd my street when Cortland backs up on the way to Home Depot & possible Additional "Big Box Alley" Stores.

163

- 2) I don't want my lovely family neighborhood to look like the hemmed in houses above Serra Monte & Tanforan - if roads are somehow widened to accommodate extra traffic, I don't want to be a cut-off island of houses caught between Freeways. Bernal was once a place the City paid people "Homestead" discounts to move to. Now it is desirable. Don't drag it down.
- 3) I love San Francisco. I love its neighborhoods & small businesses & restaurants & individual character. There are ALREADY too many chain stores in SF that are slowly eroding some of its character. Please, please do not open the door further to this characterless,

Sincerely,

Phoebe Grigg + Jim Mignano
Signature

Printed Name:

Phoebe Grigg + Jim Mignano

Address:

130 Highland Ave
SF CA 94110

oversized assault on our City. We need City Planning that plans to protect and enhance the quality of life in our City.

157

R.S. The Bayview Dist. isn't even thrilled with the plan anymore, due to lack of job guarantees.

San Bruno Avenue
**MERCHANTS
ASSOCIATION**

Phillip Guan
PRESIDENT

Bernard Wong
VICE PRESIDENT

Terezinha Jusino
SECRETARY

Rose Ageus
TREASURER

July 10, 2003

San Francisco Planning Commission
1660 Mission Street, Suite 500
San Francisco, CA 94103

To: Commissioner Shelley Bradford-Bell, President, and Commissioners, at large
cc: Office of District 9 Supervisor, Tom Ammiano
Office of District 10 Supervisor, Sophie Maxwell
Re: Proposed Home Depot project / Environmental Impact Report

Dear Commissioners,

We write to you as representatives of the "San Bruno Avenue Merchants Association", to express our support for the Home Depot project proposed for Bayshore Boulevard / Waterloo Street site in San Francisco, California.

As executive officers of the Merchants Association we are in a unique position to offer insights into the potential impact of the proposed Home Depot project to our community's robust commercial strip.

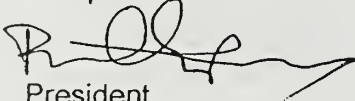
164

For your reference the San Bruno Avenue commercial corridor is in the Portola-Silver Terrace neighborhood, directly south and adjacent to the proposed Home Depot project site. San Bruno Avenue, which has two southbound (US-101) freeway off-ramps that access customer traffic flow directly through our neighborhood towards the Bayshore Boulevard Home Depot site, faces a potential of increased traffic impact problems to an already heavily congested commercial strip. However, we at the Merchants Association believe that the proposed Home Depot project's design considerations regarding traffic and parking issues will adequately accommodate any potential traffic increase, thereby, minimizing any adverse impact to our community.

Additionally based upon our own research, it is the view of our Merchants Association that the Home Depot project will in no way negatively impact the competitive viability of our existing businesses operating on our San Bruno Avenue commercial corridor, but rather the proposed store can serve as a significant local anchor store, potentially drawing in a broader customer base in a spill over effect, further advancing our vision of developing San Bruno Avenue into a regional shopping destination.

We, in fact, look forward to establishing a fruitful and committed community partnership between our San Bruno Avenue Merchants and Home Depot. We, accordingly, strongly recommend that you allow the Home Depot project proposed for Bayshore Boulevard / Waterloo Street site in San Francisco, California, to move forward.

Sincerely,
Phillip Guan



President
San Bruno Avenue Merchants Association
(415) 806-0577

RECEIVED AT CPC HEARING 7-10-03
2001.0062E
491 BAYSHORE BLVD,
HOME DEPOT PROJECT
(T. CHIAN)

Date: June 30, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 03 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

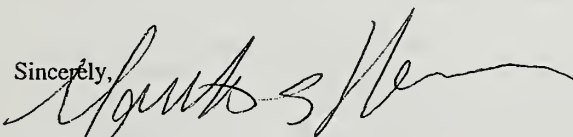
I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

163

The increase in traffic and the loss of local jobs would be disastrous for this area. We don't need another big box store in this area. Please deny permission for it.

Sincerely,


Signature

Printed Name:

MARTHA S. HERMAN

Address:

242 Prentiss
SF 94110

July 5, 2003

RECEIVED
JUL 09 2003
PLANNING DEPT

Mr. Paul Meltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

Re: EIR Public Comments

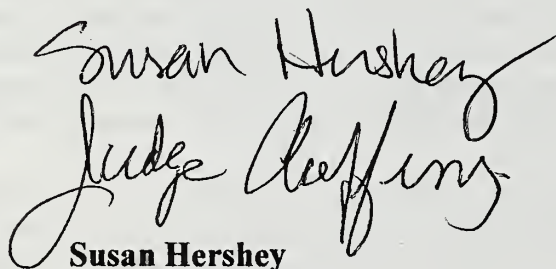
Dear Mr. Meltzer:

We are writing to comment on the draft Environmental Impact Report for the proposed Home Depot project on Bayshore Blvd.

163 We oppose the approval of this project as it will have irreversible
negative impacts on surrounding intersections and neighborhoods.
The report says many intersections will be affected negatively even as
113 far away as Mission and 30th. With mitigations including traffic lights,
this intersection will still be a huge mess.
If you are familiar with Bernal Heights you know that many streets are
narrow and cannot handle the additional traffic such a popular big box
store would create.

Thank you for hearing our concerns.

Sincerely,



The image shows a handwritten signature in cursive script. The signature appears to read "Susan Hershey" followed by "Judge Auffinger". The ink is dark and the handwriting is fluid.

Susan Hershey
Judge Auffinger
222 Cortland Ave
San Francisco, CA 94110

SUE C. HESTOR

Attorney at Law

870 Market Street, Suite 1128 • San Francisco, CA 94102
(415) 362-2778 • FAX (415) 362-8048

July 10, 2003



RECEIVED

JUL 16 2003

PLANNING DEPT

RECEIVED

JUL 16 2003

CITY & COUNTY OF S.F.
DEPT. OF CITY PLANNING
ADMINISTRATION

Tammy Chan
Planning Department
1660 Mission Street 5th fl
San Francisco CA 94103

RE: 2001.0062E - Home Depot DEIR - Comments set #1

Dear Tammy:

I am submitting the following comments on the Home Depot DEIR on behalf of Cole Hardware.

1

Cover photo - there is no comparable photo of the project anywhere in the EIR. A photo that superimposes the project on the real site should be included. INCLUDING ANY SIGNAGE. Please provide.

Page 25

13

Why does sponsor's objectives to construct "standard-sized" Home Depot limit the analysis of a smaller Home Depot. In my 4/8/02 scoping comments (attached hereto), I requested an analysis of an Urban model Home Depot, one which is approximately 50,000 sq ft and is tailored to the urban market. Home Depot is constructing such stores in other large cities. Such a smaller Home Depot is not analyzed. To the contrary, based on testimony at today's hearing, Home Depot has instead determined to build one of its LARGEST stores on this congested, non-suburban site. Define "standard-sized" - including amount of parking.

Commercial uses "similar to those previously operated on the site" is a stretch. Home Depot is one of the largest retail companies in the country. It does national TV advertising on such venues as the Superbowl. No store previously on that site did that kind of advertising, nor had the ability to undercut and thereby demolish its competitors. Whole Earth had clothing, shoes, books, and soft goods, as well as a range of appliances, TVs, stereos, cameras, and similar goods.

12

Objective 4 - are the "good and services" not available in SF, or are the "competitive prices" not available in SF?

Objective 8 - why only meeting goal of Redevelopment Plan in process and not also Planning Department's proposed plan and rezoning of this industrial site?

Page 26

10 Why is this project covering nearly 100% (95%? 98%?) of its lot - virtually no green space or buffer around it? Why do much a hard edge? Is this how Home Depot sees San Francisco?

3 What happened to the study to relocate the main vehicular entrance to this store? The public was told that, to mitigate the impacts of traffic at the entrance/exit, there was an effort to relocate the **MAIN** entrance to Loomis. Why is the main entrance still a straight line extension of Cortland Street - when that street will absorb much of the negative impacts of the project traffic?

6 There is no delineation of how many, and what kind, of parking spaces are on each floor, only a total of 550 spaces. Provide detail.

129 Please explain seismic safety of tilt-up concrete walls with a concrete slab floor on seismically unstable fill. Particularly with heavy merchandise that is stacked high above the floor on shelves. Home Depot has had merchandise toppling on staff and customers WHEN THERE WAS NO EARTHQUAKE. Please detail how, when, those accidents occurred. How do the risks increase on this fill site on unstable land?

Page 27 and similar maps

4 Streets are shown north of HD crossing under 101. ELIMINATE FROM ALL MAPS STREETS THAT DO NOT EXIST even if they are mapped somewhere as vestiges before 101 was built. We do not show streets under the Bay as though they exist. This is no different.

156 Please show on one map the parcels in the immediate area of Home Depot and their ownership. One of the applicants for this project is Joan Goodman Zimmerman. She owns MANY of the lots/blocks around this site, including those east of Loomis and south of Waterloo. As an applicant, Ms. Zimmerman should be required to provide the following information under oath -

Any discussions she has had with potential buyers or tenants on those parcels, particularly if there has been any sort of written agreement. Nature of business, size proposed.

Ms. Zimmerman also has financial stakes in several home improvement businesses, which will be competitors to Home Depot. She has already acted in a manner that resulted in closing her family's business, Goodman Lumber. She owns land on which a lumber yard is/has been located across from the Home Depot site. How much longer is there on that lease? What are her intentions regarding continued operation of

156

that business? Ms. Zimmerman is also part (1/3) owner of Discount Builders on Mission across from the Planning Department. Does she contemplate allowing that business to continue? Please provide information on any financial stake in a home improvement business in San Francisco.

Page 28 - site plan

5

If a person parks on Loomis Street, for example, because they don't want to queue for the garage, where will they be able to enter through a pedestrian entrance? How many feet of walking would it if they parked at the "Loomis Avenue" legend on the drawing? Do they have to walk all around to the "pedestrian access?" What amount of entry/exit traffic will they have to walk thru to get to that point? How hazardous will it be if they walk in one of the "vehicle access" driveways? When Goodman was in operation, customers and employees ROUTINELY parked on Bayshore, Loomis, Waterloo and other nearby streets when the lots were full, during times of big sales, or simply because a curb space was available. How much curb parking is available in a 300' radius of this site? What streets will people be coming down? what is the condition of the sidewalks?

Why is there no direct access into the store, only a pedestrian entrance FROM THE GARAGE? Aren't those PARKING SPACES along the pedestrian path in what is labelled "seasonal sales area?"

6

How much parking on this floor? What types? How wide is Waterloo? What is its traffic capacity, if people will be turning left into the "vehicle access" for HD? If there is development on the south side of the street, i.e. a Pier One imports, how will traffic on Waterloo be affected?

Page 29 - Ground Floor

Where does the "down" ramp touch down?

How wide are the "in" and "out" lanes? One lane or two to the upper floor? Please "blow up" the garage rendering and show the paths of travel for:

6

pedestrians, including those walking to cars on this floor
cars trying to access handicapped parking
cars coming to "loading"
cars entering - for EACH "vehicle access"
cars leaving - for EACH "vehicle access"

Please put numbers - of pedestrians, vehicles - coming into HD building, and into each area (e.g. "loading")

What level of pedestrian traffic on sidewalks in front of the 3 "vehicle access?"

6

What cars are expected to park on this floor? Is it first come, first park? At any point during the day? If not, how will it be controlled? Will people entering the main entrance be allowed to turn left (at the two breaks) to access that parking? What is the queuing capacity INSIDE THE BUILDING if the ramp is backed up? How would cars coming in the 3 entrances MERGE on this floor? How would it be insured that traffic does not back up into Bayshore at the main vehicle access entrance? Won't there be interference with pedestrians crossing through that traffic to access parking spaces towards Waterloo?

Explain arrows for 3 lanes leaving the garage. One right onto Bayshore? One straight ahead onto Cortland? One left onto Bayshore? Will this exiting pattern be controlled by a Cortland/Bayshore signal phase? Can right turns occur at any time?

Page 30 - Second Level - How many parking spaces on this level?

Page 31 - Third Level - How many parking spaces on this level?

Who will see this roof? Is it higher than the freeways?

What will a trellis along the periphery screen, particularly for areas that see the project from above, rather than "across?"

Page 32 - Elevations

7

These are the only renderings of the project and -- because of the massive length of the proposed project -- are so tiny as to be unreadable. Even if it takes a foldout, renderings that are readable should be included showing how this project will fit into its context and be seen at various perspectives. These are not real perspectives, but architects renderings. It is impossible to see "people" here - unless they are the two dots over the exiting car in the top drawing. Please also point out where the building is going to "slump" 14" over 30 years as the fill which will be added subsides (p. A-18).

1

WON'T HOME DEPOT HAVE A LARGE ELEVATED SIGN? PLEASE SHOW IT.

Page 33 - Approval requirements

16

There is a possible appeal of the EIR to the Board of Supervisors. Will the Commission act before that appeal is considered?

Page 34

30 Please explain the relation of this project to the Redevelopment Agency and the Agency's role thereon.

24 Priority policies include "preservation and enhancement of neighborhood-serving retail uses," and "protection of neighborhood character." Throughout the City locally-owned neighborhood hardware, nurseries, and home improvement stores are vital parts of NC districts. What assumptions are being made about whether those stores will continue? Home Depot has a history of coming
28 into an area, pricing its goods so that they undercut neighboring hardware stores and within a few years they are all out of business.

52 Does the patronage/traffic assumptions for THIS store assume a shift of the business currently handled in neighborhood shopping areas TO this Home Depot? How much of a shift? How has this affected increases of traffic OUT of the neighborhood shopping area to Bayshore & Cortland? If the assumptions DO NOT INCLUDE such a shift, what would be the affect, particularly on increased traffic, if Home Depot undercut (at least for a time) neighborhood hardware, nurseries and home improvement stores such that most of them went out of business?

Page 35 - scoping

On A-17, this EIR scoped out the issue of Utilities/Public Services - "substantially increase demand for schools, recreation or other public facilities." Home Depot and WalMart are the two dominant big box retailers. Both of them are so anti-union that they have no unionized facilities. Both of them manipulate the hours of their work force so that most workers are part time and do not have enough hours to earn benefits.

157

The Chronicle reported on a recent study done by a Southern California city where a WalMart was proposed to be built. The study analyzed the shift to City/County coffers of the responsibility for medical and social services for underpaid, uninsured workers. Costs that, instead of being borne by the employer, were put on the City.

Home Depot has many stores in the Bay Area. Please require the following information -

How many total employees in 2002?

How many of them worked an average of 35 hours week?

How many hours have to be worked for an employee to get health insurance?

Do they provide transit passes or otherwise subsidize transit usage by their employees? Do they provide free parking for their employees?

How many hours have to be worked to get full employee benefits?

What average weekly income for persons in lowest 20%, next 20%, middle 20%, next 20%, highest 20%?

Using that information, the City should estimate how much of the cost of health services will be borne by the City.

Both Goodman and Whole Earth employees were relatively well compensated and had access to health care. Compare to this non-unionized large corporation.

Employee Transit policy issues

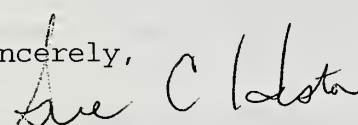
Will Home Depot be required to sell transit passes? Will Home Depot be required to have a policy encouraging transit usage? How will this be implemented? The assumption in this EIR is that all employees will drive. Please discuss how this does not meet CITY GOALS and policies.

Day Labor facilities

At various points in the discussion of day labor facilities, the Home Depot site was mentioned as a possible location for day laborers to come to connect with persons looking to hire day laborers. Has Home Depot been in ANY discussions about this issue? If day laborers were to be located in this area, where would they be sited? If there was no formal location, but people came anyway, they would presumably be on Bayshore. How would their presence affect traffic flow and assumptions of congestion?

This is my first written submission.

Sincerely,


Sue C. Hestor

cc: Rick Karp

SUE C. HESTOR

Attorney at Law

870 Market Street, Suite 1128 • San Francisco, CA 94102
(415) 362-2778 • FAX (415) 362-8048



RECEIVED

July 11, 2003

JUL 16 2003

Tammy Chan
Planning Department
1660 Mission Street 5th fl
San Francisco CA 94103

CITY & COUNTY OF S.F.
DEPT. OF CITY PLANNING
ADMINISTRATION

RE: 2001.0062E - Home Depot DEIR - Comments set #2

Dear Tammy:

This is my second set of comments on the Home Depot DEIR on behalf of Cole Hardware.

Pages 35, 37 - Land Use

There is a difference between a neighborhood and a planning area. The industrial area in which this site is situated is between two neighborhoods - Bernal Heights and Bayview Hunters Point - and is near another neighborhood - Portola.

30 Please explain all of the planning studies underway for this site, including that of the Planning Department. That Department has released 3 alternative development scenarios for the Bayshore corridor. They involve zoning which allows big box facilities the length of Bayshore between Jerrold and Highway 280. One alternative is two blocks deep. This rezoning proposal must be discussed since it has a major impact on cumulative development and cumulative traffic. In other words, there is more than the Redevelopment Concept Plan at work here.

31 The Redevelopment Agency cannot designate a redevelopment area without a finding of blight. They have not yet made such a finding for this area. Although Ms. Zimmerman has (apparently consciously) allowed this site, and her adjacent properties to deteriorate, ironically the development of this site with a Home Depot may adversely affect the Agency's ability to make a finding of blight and therefore put this site into a Redevelopment area. If that does not occur, the zoning pursuant to the Planning Code will be operative.

19 Is the building supply company south of Waterloo in fact closed? It does not appear to be. The store across Bayshore, north of Cortland, is called "Floorcraft."

Page 36 - map

4 Again, eliminate those streets crossing 101 north of this site. They do not exist. Also, make sure the "streets" shown under the

4 101/280 interchange in fact exist as streets. The street pattern differs from that on page 42.

Pages 38-39 - photos

1 Where are the "after" photos that match these "before" ones? This EIR is seriously lacking in explanatory photos and graphics. Also, include a photo showing the site as it will be seen coming down Cortland and as it is approached on 101 and 280. A perspective from Bayview would also be helpful. PLEASE INCLUDE ALL SIGNAGE IN THE "AFTER" RENDERINGS.

Page 40

22 See my comments re page 25 on prior uses. Those facilities at most had regional SF Bay advertising, nearly all of it in local and neighborhood oriented newspapers. Home Depot is a NATIONAL advertiser which probably spends hundreds of millions dollars on television and other national advertising, besides massive amounts of money in regional newspapers. That level of advertising generates much more traffic from outside the immediate area of this site.

100 The character of this site will change dramatically to visibly a MAJOR BIG BOX SITE. Where in San Francisco is there a store nearly 800' in length - with no relationship to the street or pedestrians. This building "reads" as a suburban auto dependent store. Although Whole Earth and Goodman had a lot of auto traffic, they also had a lot of customers who came on transit. Those buildings were also of a greatly reduced scale compared to Home Depot. Please discuss how this project turns the City's transit first policies on its ear.

22 The character of this area would change dramatically because Home Depot will be the ANCHOR for other Big Box facilities, particularly when Planning has already designated this area for big box. There is NO PRECEDENT in San Francisco or in the immediate Bay Area where a single big box facility is located in isolation from others. Costco opened, followed by the 555 9th Street center, followed by the conversion of Canned Foods to Best Buy. Sears on Masonic was converted into a series of stores, including Office Depot. The Standard Brands across Geary was converted to a Trader Joes. In both of these instances, the projects that followed the initial anchor caused substantial traffic problems. (In the case of Trader Joes, which change in use triggered no environmental evaluation, the traffic problems are so severe that there must be monitors controlling access to the site because traffic backs up seriously on Masonic.)

Can Home Depot provide specific instances where they have gone into an area zoned industrial (or similar) as the FIRST big box

22 | store and where after 5 years there were not other big box or large commercial facilities within a 1/2 mile?

27 | The "policy" list is so much eyewash. There is absolutely no analysis of any of this, NOR DOES THE EIR PROVIDE INFORMATION WITH WHICH TO DO THE ANALYSIS. For example, page 41, Policy 6 - "avoid an overwhelming or dominating appearance in new construction" would reasonably have required renderings showing the appearance of the project from various perspectives, but none has been provided.

Pages 41, 42 - Zoning

32 | Again, you ignore the Planning process underway at the Planning Department for industrial zones.

Please explain whether this project will be paying the JHLP fee. In its original application, the sponsor had manipulated the square footage calculations so that they would not have to pay any fee whatsoever. Do they meet the net new square footage threshold for retail?

Page 42 - Roadway Network

94 | Please explain the location and amount of curb parking on Bayshore, Cortland, Industrial, Loomis, Waterloo, Marengo and Hilton near the project site. Are there sidewalks? Since it is likely that customers will search for on-street parking whenever there is congestion at the garage, or when they perceive that curb parking will get them in and out faster, it is likely that people will park along those streets. Parking at those locations -- and the pedestrian impacts from that parking -- has not been factored into the analysis in this EIR. It must be included.

75 | Please explain the extremely limited access to Bernal Heights, particularly from the east, south east and south, including that Cortland is the only street that goes from Mission to Bayshore, that north of Cortland the ONLY realistic way off Bernal Hill is "going over the hill" through narrow residential streets, to access Folsom Street. That access to Alemany and the freeway interchange near this site is down Crescent which on Saturdays goes right through the Farmers Market. That if people on Bernal can't go east to get off the hill, they will have to figure out ways of going west, to Mission Street and/or north to Cesar Chavez to get to any place on the eastern side or northeastern side of the City, or access to the east bay.

Pages 44-48 - Traffic Operating Conditions

49 | The base period for the traffic counts is during a recession. During the period 1999-2000, when the dotcom boom was in full

49

swing AND WHEN COMMERCIAL SPACES WERE OCCUPIED in the South of Market, Potrero Hill, and Mission, there was substantially more traffic in the Potrero/Bayshore corridor. The current traffic counts are based on VACANT COMMERCIAL BUILDINGS and a dramatic drop in employment in that area. Potrero and Bayshore are used as spillover routes to access 101, 280 and eastern neighborhoods when 101 and 280 are congested. Traffic counts done in that area in the 1999/2000 period show that congestion.

DOES THIS EIR ASSUME THAT THOSE SPACES WILL NEVER BE REOCCUPIED AND THAT THE CURRENT RECESSION WILL CONTINUE FOR 5 YEARS? 10 YEARS? TO 2015? FOR ANOTHER GENERATION?

If that is NOT the assumption, traffic levels must be adjusted to include occupancy in the buildings which are currently vacant. This is not NEW construction, but buildings which are already constructed, for which no further environmental evaluation will be required, and for which conditions and impacts will change simply by tenants moving in.

Were there identifiable trends in levels of traffic in the spring 2001, fall 2001 and winter 2002 measurements?

104

Again, you must include in your cumulative analysis NEW DEVELOPMENT - SUBSTANTIAL NEW DEVELOPMENT - in the Bayshore corridor since that is what is PLANNED for this corridor, and Home Depot is assumed to be an "anchor" for new development.

76

Page 50 - Cortland traffic is impeded by current Muni movements. The 24 bus goes up substantial hills on the east and west slopes. Cars get stuck behind the bus when it picks up/drops off passengers. In many instances it is impossible to pull around the bus, and it may even be dangerous because of obstructed views. As traffic increases and SLOWS DOWN, the busses will also SLOW DOWN. The traffic calming study is partially intended to slow down traffic to allow pedestrians to safely cross Cortland.

Page 51 - Transit network

97

The 24-Divisadero runs 24 hours and is a major connecting line. It connects Bernal Heights to 3rd Street and will connect Bayview/3rd Street light rail to Home Depot. When the 24 has massive problems and runs have to be dropped, Muni often truncates service at Bayshore, looping the busses back on Hilton Street. If there are problems on the 24, it is likely that service to Bayview will decrease. (The long bus stop at Cortland and Bayshore may be there because that is the "end of the line" during owl service and when service is truncated.)

The 44-O'Shaughnessy does not run through Bernal Heights. I think you mean the Portola District - on the other side of 280.

- 98 Throughout the EIR it is stated that it is conservative to assume that all employees and customers will drive to Home Depot. That may be so for calculating traffic levels of service, BUT IT IS NOT ADEQUATE FOR ANALYZING IMPACTS ON MUNI. It is absurd to think that Muni operations will not be impacted by the increased amount of traffic - including turning movements at Cortland/Bayshore and Bayshore/Industrial. With increased congestion on southbound
- 99 Bayshore between Cortland and Industrial how is the 24 going to cut across all those traffic lanes to be able to make a LEFT turn? Similarly for northbound traffic? Has Muni agreed that this will not delay their operations? If the 24 runs starts taking longer, what is the incremental cost of adding an additional bus during peak hours?

- 86 Factoring in people walking from busses toward Home Depot and other stories in the area, making transfers between bus lines, AND WALKING FROM CURB PARKING, please show on a map pedestrian flows in this area, including the traffic lanes and level of traffic in those lanes. This should include all entry/exit points to Home Depot since pedestrians will be walking in front of those points. Please factor in Home Depot employees.

- 92 What is Home Depot's policy re employee parking - where are they told they may park? is the policy different at different times of the year, during sales? What is the estimate - by times of day - on how many employee cars will be at or around the Home Depot site?

Page 56 - Pedestrians

- 86 Factoring in the above questions, it is apparent that the auto dominant nature of this project, in conjunction with project and general pedestrian traffic will result in hazardous conditions for pedestrians, PARTICULARLY since the main entrance of the garage is at Cortland and Bayshore where pedestrian activity will peak. Cars scrambling to "get through on the light" are particularly notorious for ignoring pedestrians. Also, will there be glare problems for cars exiting, where cars leaving a garage may have problems seeing pedestrians, or where cars entering a dim garage may have problems seeing pedestrians in the garage.

- 55 Please explain how traffic loops around on Bayshore and Hilton to Cortland and how that loop serves both the Floorcraft nursery, other businesses and the Muni. How will service on that loop be impeded by backed up traffic on Cortland?

"Improvements"

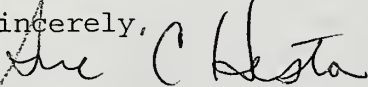
- 142 Please show on graphic renderings WITH DIMENSIONS all of the proposed modifications to traffic lanes, bulbs, changes to Muni stops, changes to pedestrian islands, and all other similar

142

changes. Changes to timing of signals also needs to be shown, so that the time of various phases -- and the number of cars who can get through turns on turn phases -- can be understood. Do a "before" and "after" to make it more accessible. Either on that graphic, or on a separate graphic, show traffic volumes at peak periods, separating out expected turn lanes. Show the anticipated volume of pedestrian traffic across those lanes - both in the street and at all access points for Home Depot.

Will it still be possible for pedestrians to stand on the mini-traffic island in Bayshore? What about parents with small children? seniors? disabled persons?

Sincerely,



Sue C. Hestor

cc: Rick Karp



Sue Hestor
<hestor@earthlink.net>
>

To: Tammy_Chan@ci.sf.ca.us
cc:
Subject: Home Depot - toxics message

07/16/03 12:20 AM

July 15, 2003

TO: Tammy Chan
FROM: Sue Hestor
RE: Home Depot DEIR

On Friday afternoon, I supplemented my written comments on the Home Depot DEIR by leaving you a voice mail on one issue I had forgot to include in my letters. You asked that I send you an email with the same content. (I apologize for not sending it yesterday.)

9

Before it was the "Whole Earth Access" site, and before it was Allstate Plywood, 401 Bayshore was an auto wrecking yard, Hayden Auto Wrecking. The statement on page 95 states that the site "MAY" have been an auto wrecking yard. It was, in fact, such.

Sue Hestor

June 4, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUN 11 2003
PLANNING DEPT

RE: EIR Public Comments

Dear Mr. Maltzer:

122 I am writing to comment on the draft Environmental Impact Report ("DEIR") for the proposed Home Depot at 491 Bayshore Boulevard ("project"). I am a Bernal Heights resident who opposes this project, because it will cause substantial, significant, and irreversible harm to our neighborhood. My response to the DEIR and my objections to the proposed project are discussed in detail below.

I. **The DEIR Totally Fails to Consider Impacts to Many Residents of Bernal Heights**

127 The DEIR only specifically considers impacts to air quality on four intersections, only one of which is on Cortland Avenue. DEIR, Table 9. It thus totally fails to consider the significant negative impacts of the additional air pollution from the increased traffic upon the rest of Cortland Avenue. Those impacts will be suffered by Bernal Heights residents who live in the immediate vicinity of Cortland Avenue, those who live on side streets near Cortland Avenue, and those who come to the retail area of Cortland Avenue to shop. The DEIR also does not consider the significant negative impact upon those people of the additional noise from the increased traffic, nor does it consider the significant negative impacts of additional traffic upon pedestrians in the retail area of Cortland Avenue, where there are far more pedestrians than at Cortland and Bayshore, the area addressed by the DEIR regarding pedestrian impacts. DEIR at 70.

2 Also, the project is mischaracterized as being "near the eastern border of the Bernal Heights neighborhood." DEIR at 3. The site is *on* the border of Bernal Heights, as the site is directly across the street, and will thus have substantial and significant negative effects on the residents of that neighborhood.

A. **The Project will Significantly Increase Air Pollution on All of Cortland Avenue**

122 The DEIR fails to adequately discuss the significant environmental effects of the project on many of the residents of Bernal Heights, as required by the California Environmental Quality Act ("CEQA"). Pub. Resources Code § 21100(b)(1). Because the project will cause a large increase in traffic on Cortland Avenue (DEIR at 5,6 and at Table 2), the project will have the substantial negative impact of increased air pollution on both residents in the immediate vicinity of Cortland Avenue and on those Bernal Heights residents who walk or drive to Cortland to shop. Yet, the DEIR fails to consider any effects of air pollution on Cortland Avenue,

122

except for the east end of Cortland at Bayshore Boulevard. In fact, traffic also backs up substantially on the retail portion of Cortland Avenue due to the numerous stop signs and pedestrian traffic. This stop-and-go driving causes much more air pollution than the one stop at Bayshore. CEQA requires that the DEIR address, in a detailed statement, "all significant effects on the environment of the proposed project." Pub. Resources Code § 21100(b)(1). Merely because the rest of Cortland Avenue's air pollution does not currently exceed the threshold standard set by the Bay Area Air Quality Management District does not mean that the increased air pollution is not significant. Significant effects are those that cause "adverse changes in physical conditions which exist within the area" (Pub. Resources Code § 21100(d)), not only those that cause a level of pollution to exceed a certain threshold. As additional air pollution will certainly cause changes in the physical conditions along Cortland Avenue and those changes will most likely be substantial, the DEIR is must address the negative effects of the large amount of additional air pollution that will be caused by this project along the entirety of Cortland Avenue, which it fails to do.

The DEIR also fails to consider the increased air pollution that will be caused on side streets near Cortland Avenue as drivers attempt to escape the traffic jams that will be caused by the significantly increased traffic. These side streets currently have extremely little traffic, so any increase in emitted air pollution from the current level of almost nothing will be exponential, and thus substantial by definition and very significant. The DEIR completely fails to address the adverse significant impacts of added air pollution to the side streets that will be used to avoid the heavy traffic on Cortland.

B. The Project will Increase Noise Along and Near Cortland Avenue

127

All physical conditions, *including noise*, that exist within the area affected by the project must be addressed by the DEIR. Pub. Resources Code § 21060.5. Increased noise is a change in the existing physical conditions of the affected area, so that this increased noise is significant. However, the DEIR fails to address the significant negative effects of the increased noise on and near Cortland Avenue that will be caused by the large increase in traffic from the project. This increased noise will be substantial because Cortland is only a two-lane street. Not only will increased noise occur along all of Cortland Avenue, but on the above-mentioned side streets near Cortland that drivers will be using in order to escape the larger traffic jams that the project will cause. The increase in noise on the side streets will be even more substantial than that on Cortland, because those streets currently have very little traffic, so that any amount of additional traffic is a very large increase in the noise, is substantial, and thus must be addressed.

C. The Increased Traffic from the Project Will Cause Increased Delays and Danger to Pedestrians in the Retail Area of Cortland Avenue and on Side Streets near Cortland

70 Pedestrians already face delays in crossing the retail area of Cortland Avenue due to the traffic there. This project will cause even more delays for those pedestrians and add to the danger of crossing Cortland. The DEIR totally fails to address this issue, which is a change in the existing physical conditions along Cortland Avenue, making it a significant effect of the project that must be addressed by the DEIR.

Pedestrians on side streets near Cortland Avenue will also be negatively effected by the increased traffic from vehicles attempting to escape the increased traffic on Cortland. These pedestrians will face a substantially increased danger from the additional traffic, because the drivers using side streets to avoid Cortland will be in even more of a hurry than those on Cortland and will thus be driving faster and more aggressively. Again, this will be a very large change, as there is currently very little traffic on these side streets and, again, the DEIR totally fails to address this substantial and significant negative effect of the project.

II. The DEIR Grossly Underestimates the Negative Effects of Additional Traffic upon Cortland Avenue

67 The DEIR's projected negative effects upon traffic from the additional vehicle-trips are grossly underestimated. Cortland Avenue is already crowded during morning and evening rush hours near Bayshore Boulevard and near Mission Street, and during the day along the retail portion of the street. The additional traffic from the project will likely cause severe traffic backups along the entirety of Cortland Avenue, because the retail area of the street has many stop signs and tends to back up somewhat even now. Not only does backed up traffic adversely effect drivers by the time wasted, but the significantly increased air pollution from it also adversely effects both those of us who walk to the retail portion of Cortland and those who live nearby. The increased traffic would also make it more difficult and dangerous to cross Cortland Avenue, as discussed above.

III. The DEIR Fails to Consider the Additional Traffic that will be caused by the Closure of Neighborhood Home Supply Stores

52 Due to the size of its corporation – which allows the stores to charge significantly lower prices – the openings of Home Depot stores inevitably cause the closure of smaller, neighborhood stores with which Home Depot competes. The customers who were once able to shop in their own neighborhoods are then forced to drive to Home Depot. For example, if Cole Hardware on Mission Street is forced out of business by the project, those of us who now walk there will be forced to drive to Home Depot, because it is too far to walk. These closures of neighborhood stores will cause a significant amount of additional traffic, in turn causing additional air pollution, noise, and adverse impacts to pedestrians, none of which were considered by the DEIR.

IV. The Negative Effects of the Project Greatly Outweigh its Benefits

15

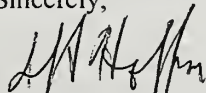
15 The DEIR concedes that the negative impacts of certain air pollution cannot be reduced to an insignificant level. DEIR at 113. However, *no* negative effects of air *any* air pollution can be mitigated, because once the pollutants are released into the air they cannot be captured, and they then add to the already polluted air. Because the significant impacts of increased air pollution cannot be mitigated, the San Francisco Planning Department must adopt a Statement of Overriding Considerations, which finds that overriding "benefits of the project outweigh the significant effects on the environment." Pub. Resources Code § 21081(a)(3), (b).
127 Likewise, the negative impacts of additional noise – which the DEIR failed to consider – in a residential neighborhood or a retail area to which most of us walk cannot be mitigated.

15 The potential benefits of this project are dubious at best, considering that Home Depot pays low wages and does not allow its workers to unionize, which would bring them higher wages and benefits. Home Depot has also failed to guarantee that a certain number of residents from the Bayview community will be hired, so that there may be *no* benefit to either community from this project. This small potential benefit of a few possible low-paying jobs clearly does not outweigh the significant negative effect of any one negative impact of the project alone, let alone the significant negative effects of the all of them together. Considering that the substantial amount of additional air pollution and noise that will be generated by the project cannot be mitigated and that there will be an additional adverse impact to pedestrians, the significant effects on the environment clearly outweigh the small and merely *potential* benefits of the project. There is thus no way that you can honestly and logically adopt a Statement of Overriding Considerations, which is needed to approve the project due to its unmitigable effects.

V. Conclusion

163 To the extent that they belong anywhere, big box stores like Home Depot do not belong near residential neighborhoods, because they would cause substantial negative impacts to those neighborhoods, as discussed above. This type of project is only suited to a non-residential, suburban-type area served only by a highway, where the additional traffic and its substantial negative impacts would not be felt by people living nearby. The harm that Bernal Heights would suffer from this project would be irreversible, because the project would only increase the amount of traffic on Cortland Avenue, which, along with the closure of locally owned stores, will permanently change the nature of our neighborhood for the worse. This project is totally inappropriate for this area, is unwanted by the vast majority of people in Bernal Heights, and should be rejected.

Sincerely,



Jeff Hoffman
132 B Coleridge
San Francisco, CA 94110

Date: 5/1/03

Public Comment Deadline: May 19, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
MAY 05 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113

1. The current traffic congestion is already high and dangerous. Motorists ignoring stop signs and pedestrians in a huge problem. Increased traffic on Cortland and other West/East streets will be overwhelming

(particularly the elderly & children)

125

2. There will be increased air and noise pollution. We don't need more, we need less. Idling cars on Cortland & impatient drivers are a bad combo!

154

3. We have friends on the East side of Cortland who would consider selling their house due to the noise coming from the traffic and the Home Depot street to delivery trucks. moving merchandise, etc.)

Sincerely,

Alyson Jacks
Signature

Printed Name:

Alyson Jacks

Address:

325 Banks street

125

154

4. What will this do to the property values of my home?

We already have a huge problem of double parked cars on Cortland - imagine the backed-up traffic - all those cars honking.

RECEIVED
JUL 11 2003
PLANNING DEPT

Sara Jacobs
501 Andover Street
San Francisco, CA 94110
(415) 648-0774

June 9, 2003

Tammy Chan
San Francisco Planning Department
1660 Mission Street, Suite 500
San Francisco, California 94103-2414

Subject: Draft Environmental Impact Report for the 491 Bayshore Boulevard,
Home Depot

Dear Ms. Chan:

I am writing to provide comment on the above referenced Draft Environmental Impact Report (EIR). As an environmental engineering professional, I review and prepare environmental information documents. In general, I think the Draft EIR provided a thorough review of the potential impacts of the proposed project with the exception of the cultural resources section.

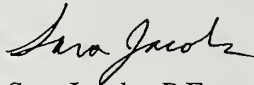
132

I did not have access to the cultural resources evaluation performed by an independent consulting firm as part of the review process, but the summary provided in the Draft EIR did not mention any consultation efforts with representatives of the Ohlone Tribe. The evaluation is deficient if representatives of the Tribe have not been consulted. Considering the site "should be deemed a zone of high prehistoric/protohistoric archaeological sensitivity," the proposed mitigation measure is inadequate to identify and protect cultural resources. Although the mitigation measure described in the draft EIR specifies that "ALERT" sheets would be circulated to all field personnel working on the site during construction, these individuals are not trained in recognizing archeological resources. An appropriate mitigation measure would provide for a licensed archeologist and Ohlone tribal representative to monitor the site during excavation or other ground disturbing activities.

Consultation with Tribes is an important step in the environmental review process for any construction project, especially when the site has been identified as a sensitive area for cultural resource issues. I would strongly recommend contacting representatives of the Ohlone Tribe and discussing potential mitigation measures with them. They may be able to provide a monitor or have other suggestions that would ensure that any archeological resources found would be handled in an appropriate matter that is also respectful of the wishes of the Ohlone people. The California Office of Historic Preservation may be able to provide contact information for representatives of the Ohlone Tribe.

Thank you for the opportunity to comment on this document.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sara Jacobs".

Sara Jacobs, P.E.

Cc : Timothy Kelly, President
Landmarks Preservation Commission



COMMUNITY ALLIANCE OF PORTOLA & SILVER TERRACE

☐ P.O. Box 347424 Avenue, San Francisco, CA 94134 ☐ (415)-452-2761

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2001.00020

491 BAYSHORE BLVD.

HOME DEPOT PROJECT

(T. CHAN)

July 10, 2003

San Francisco Planning Commission
1660 Mission Street, Suite 500
San Francisco, CA 94103

To: Commissioner Shelley Bradford-Bell, President, and Commissioners, at large
Re: Proposed Home Depot project / Environmental Impact Report
cc: Office of District 9 Supervisor, Tom Ammiano
Office of District 10 Supervisor, Sophie Maxwell

Dear Commissioners,

We write to you as representatives of the "Community Alliance of the Portola and Silver Terrace", an active neighborhood improvement association in the Portola-Silver Terrace neighborhood, to express our support for the Home Depot project proposed for Bayshore Boulevard / Waterloo Street site in San Francisco, California.

As executive officers of the C.A.P.S. (the "Community Alliance of the Portola and Silver Terrace") organization – chartered to promote the betterment of, and community outreach to, the Portola-Silver Terrace neighborhood of San Francisco, California – we are in a unique position to offer insights into the history and background circumstances of our community and its residents, significantly relevant to the future prospects of the Home Depot project proposed for Bayshore Boulevard / Waterloo Street site in San Francisco, California.

For your reference the Portola-Silver Terrace neighborhood, which straddles Supervisorial district boundaries between Districts 9 and 10, is directly south and adjacent to the proposed Home Depot project site. Portola-Silver Terrace, which has two southbound (US-101) freeway off-ramps and a third northbound off-ramp feeding customer traffic flow directly through our neighborhood to the Bayshore Boulevard Home Depot site, faces the same potential increased traffic impact problems to our community's already heavily congested San Bruno Avenue commercial strip, akin to the concerns raised by the neighboring Bernal Heights community in regard to their Cortland Avenue commercial corridor. We at C.A.P.S., however, do not share agreement with their aversion to the Home Depot project and,

based upon our own research, we believe that, generally speaking, Portola-Silver Terrace residents, and merchants alike, are favorable of the proposed Home Depot project.

It is our view that the proposed Home Depot project's design considerations in regard to traffic and parking issues will be sufficient to accommodate any potential traffic increase, thereby, minimizing any adverse impact to our community. Additionally, in our view the Home Depot project will in no way negatively impact the competitive viability of any existing businesses on our San Bruno Avenue commercial corridor, but rather the proposed store will provide sorely needed services and products lacking in our community. Additionally, we note that the Silver Terrace portion of our community lies within the boundaries of the Bayview Project Area Committee's purview and, as such, our project concerns are further mitigated by the fact that our Silver Terrace residents are also eligible to be beneficiaries of Home Depot's stated preferential store position hiring policy; with our high rate of unemployment, access to job opportunities is a dire concern to our community.

We, accordingly, strongly recommend that you allow the Home Depot project proposed for Bayshore Boulevard / Waterloo Street site in San Francisco, California, to move forward.

Sincerely,
Dwayne Jusino



President / CAPS
Community Alliance of Portola & Silver Terrace
(415) 246-0954

Date:

6/28/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 14 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

163

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

Sincerely,


Signature

Printed Name:

KATHLEEN KING

Address:

339 HOLLY PARK

Date: 7.2.03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 08 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113 Primarily, I am concerned with dramatically increased traffic along Cortland Ave. + Bayshore Blvd. The streets of Bernal Heights are narrow to begin with. Parking will be in shorter supply, muni will be delayed, air pollution will be increased.
Our neighborhood will be negatively impacted if Home Depot moves in.

Sincerely,

Ken Kirsch

Signature

Printed Name: Ken Kirsch

Address: 184 Gates St.
San Fran. CA. 94110

113 P.S. There's a Home Depot five miles south of this location in Colma - The parking lot + traffic there are both congested -

AMY D. KYLE
50 SANTA MARINA ST
SAN FRANCISCO CA 94110-5433

RECEIVED
JUL 15 2003
PLANNING DEPT

July 9, 2003

Paul E. Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco CA 94103

Re: Draft EIR, 491 Bayshore Boulevard, Home Depot, 2001.0062E

Dear Mr. Maltzer:

I am writing to comment on the Environmental Impact Report for the proposal to construct a Home Depot store on Bayshore Boulevard at Cortland Avenue in San Francisco.

I am a resident of the Bernal Heights neighborhood, which is immediately adjacent to the project site. I have research and teaching appointments at the School of Public Health at the University of California Berkeley. I have a doctoral degree in environmental health sciences and a masters of public health. My areas of expertise are impacts of air pollutants and transportation policies on communities and children's environmental health and I have published research on these (and other) topics.

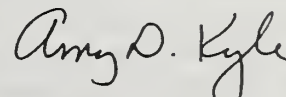
123 I have grave concerns about the Environmental Impact Report. Specifically, the report does not fully address the obviously foreseeable air quality impacts of the proposed project; the report does not address the congestion impacts on the neighborhoods adjacent to the site of the proposed project; and the report does not address the health impacts of increased congestion and loss of a pedestrian-oriented focus to the adjacent neighborhoods.

The huge Home Depot project will have significant adverse effects on the quality of the Bernal Heights neighborhood that cannot be mitigated by the largely cosmetic changes being suggested. This can be anticipated to have significant, adverse effects on the health of the community. These are the kinds of effects that the Planning Department is supposed to prevent.

The Home Depot project is out of scale to the community in which it would be located. It will have unacceptable air quality and health impacts. It will severely diminish the quality of life and the capacity for pedestrian access to the commercial area that is the heart of the Bernal Heights community. It should not be permitted to proceed.

Detailed comments are attached.

Very truly yours,


Amy D. Kyle, PhD MPH

cc: Tom Ammiano

The report does not address the obviously foreseeable air quality impacts.

First, the report does not address the significance of traffic-related pollution to increasing ambient concentrations of particulate matter. Particulate matter is an important health concern.

Particulate matter refers to particles in the air. Particulate matter can be measured in various sizes. For many years, PM has been measured as particles that are ten microns in size or smaller, known as PM-10. There are both short (one day) and long-term (one year) air quality standards for PM-10. The highest average value for PM-10 over the last six years in the Bay Area was at the monitoring station at Arkansas St.

It is not correct to say that the PM standards allow for any margin of safety for the exposed population. Effects of exposure to PM have been demonstrated at concentrations below the current standards, and many scientists believe that there is no safe level of exposure.

115

The State of California has recently adopted new, more stringent standards for PM-10, as part of its overall review of environmental standards to ensure that they are protective for children. This is a key policy concern because most environmental standards have been set without any consideration of the special vulnerabilities of children, either due to the DEIR greater intake of some kinds of pollutants or due to the DEIR greater vulnerability to some kinds of pollutants. Cal-EPA identified particulate matter as one of several standards deserving of early attention because many of the health effects are seen particularly in children (as well as in elderly people and those with existing respiratory disease.)

As a result of this review, CARB adopted a lower one-year standard for PM-10, reducing the existing standard of 30 to 20 μg per cubic meter, measured as an annual mean.¹ Both San Francisco's median and mean values exceed this standard, which means that there are significant health concerns for particulate matter today.

Both the state and federal governments are also implementing standards that refer to even smaller particles. These standards apply to particles that are 2.5 microns in diameter or smaller, which are known as PM-2.5. Such smaller particles penetrate even further into the lung, and some scientists believe that the most harmful fraction of particulate matter will ultimately prove to be this smaller fraction. The DEIR does not address this issue at all.

116

Second, the report does not address the significance of traffic-related pollution to increasing ambient concentrations of several hazardous air pollutants. The only hazardous air pollutant that the DEIR even mentions is diesel exhaust. There are many others that are directly associated with traffic-related emissions including benzene, formaldehyde, and acrolein. Each of these will add to the risk created by the Home Depot project. All of these should be assessed and considered together. Separating out only one of them is not a valid approach.

123

Third, the report does not address the significant cumulative risk that will result when the new emissions of hazardous air pollutants are added to the already significantly elevated concentrations of hazardous air pollutants found in San Francisco. The DEIR is correct that these pollutants are not monitored as extensively as the criteria pollutants such as particulate matter or ozone. We know that health risks posed by hazardous air pollutants are significant and probably exceed, for the general population, risks posed by exposure to toxics in any other medium. The US EPA first analyzed the health risks of toxics in the ambient air in the 1990

¹ California Air Resources Board. Review of the ambient air quality standards for particulate matter and sulfates. June 20, 2002 Board meeting. <http://www.arb.ca.gov/research/aaqs/std-rs/bdsum620/bdsum620.htm>

123

Cumulative Exposure Project, which used a computer model to estimate the amount of about 140 hazardous air pollutants in each census tract in the US and then calculated the health risks that would result from this. This study concluded that virtually everyone in the US is exposed to concentrations of hazardous air pollutants of health concern.^{2 3} The US EPA ran another assessment of the hazardous air pollutants nationally, using emissions data for 1996. This National Air Toxics Assessment was released in May 2002 and reported similar results. The estimates for San Francisco tend to be higher than those for other Bay Area counties. This means that the people of San Francisco are already at risk for effects of exposure to these pollutants and that increases to this existing exposure need to be avoided. In the City and County of San Francisco, the average cancer risk is around 5 per hundred thousand. This means that, over a lifetime, about 5 people per hundred thousand would be expected to develop cancer because of exposure to this mix of pollutants. However, the most highly exposed people have a substantially higher risk. The 95th percentile is estimated to be about 8 per hundred thousand. Adding to this already elevated risk is a significant impact.

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Fourth, the report does not consider the effects of increased air pollution on vulnerable populations. In general, we know from epidemiology studies that children and the elderly are groups at greater risk of harm from exposure to most air pollutants. We also know that people with existing respiratory disease are at greater risk. Such populations should be of concern in any attempt to address air quality.

120

Fifth, the report does not even pretend to address the contribution of this project to increased concentrations of ozone in the Bay Area. The DEIR acknowledges this as an impact of the project. It should be addressed. Increased air quality impacts are not acceptable, and the City needs to be working on reducing air pollution and not increasing it.

Ozone is one of the six "criteria" pollutants. It is a significant health concern because it is known to alter lung function and to contribute to respiratory disease. There are more violations of ozone standards than those for any other criteria air pollutant in the US. The Bay Area Air Quality Management District has been designated as being in "non-attainment" status for ozone. This means that it is considered to be out of compliance with the National Ambient Air Quality Standards and that the state and the air district are supposed to take steps to attain compliance. Allowing unmitigated increases in releases of gases that contribute to ozone formation is not acceptable. Motor vehicles are the most significant source of the chemicals that lead to formation of ozone (ozone precursors) in the Bay Area. In 2000, EPA reports that the Bay Area exceeded the federal ozone standard on three days. In 1999, there were also three exceedance days. In 1998, there were eight.⁴

123

Sixth, the report does not address the combined impacts of the freeways coming into the area of the project site, combined with increased emissions from the site. It is well established that concentrations of pollutants are elevated in the vicinity of freeways. This heightened burden of pollution already exists in the project area. The emissions from the traffic and congestion would be added to this already elevated level of pollution. This needs to be addressed.

II. The DEIR Does not Address Congestion Impacts to the Neighborhood.

108

² Woodruff, T.J., et al., Public health implications of 1990 air toxics concentrations across the United States. *Environmental Health Perspectives*, 1998. 106(5): p. 245-251.

³ Woodruff, T.J., et al., Estimating cancer risk from outdoor concentrations of hazardous air pollutants in 1990. *Environ Research*, 2000. 82(3): p. 194-206.

⁴ US Environmental Protection Agency, Region 9. Fact Sheet. Notice of Proposed Rulemaking. Partial Approval/Partial Disapproval of Ozone Attainment Plan and Finding of Failure to Attain. March 21, 2001. <http://www.epa.gov/region09/air/sfbayoz/fact0103.html>

108 The DEIR has a very limited portrayal of the significance of increased congestion. The DEIR considers the impact of congestion only in terms of time to access the freeway or to make turns. It does not consider the impact of having streets that are continuously impassable and clogged on the neighborhood and the quality of life for people who live in it. It also does not consider the public safety implications of having clogged access to areas to which there are few options for access for emergency vehicles.

54 Bernal Heights is a neighborhood that is severely constrained by its physical characteristics. There are few through streets because of the constraints of the hills on which it sits. The only street that goes through the neighborhood from east to west is Cortland Avenue. This is also the business and pedestrian center of the neighborhood, and is a key gathering place. Traffic problems on Cortland Avenue have already been documented, and the City has designed in conjunction with the neighborhood and is carrying out traffic calming plans.

67 The Home Depot site is at the end of Cortland, where it terminates at Bayshore. This means that the only access to this site for people coming from most of the City will be via Cortland Avenue. The DEIR recognizes the huge traffic impact that this site will have on Cortland by noting that traffic will become unmanageable at Cortland and Mission Streets, which is about a mile from the project site, at the other end of Cortland Avenue. This means that traffic will also be unmanageable all along Cortland Avenue from Bayshore to Mission. This is a hugely devastating impact for what has become a thriving neighborhood and is unacceptable. It is hard to imagine how a DEIR could be written without even acknowledging this concern.

80 The DEIR recognizes other very significant congestion impacts, particularly that five freeway access ramps will become unacceptably congested. This basically constitutes all of the freeway access ramps from this portion of the City. This means that people in this area will no longer have even relatively uncongested access to the freeways. This seems like a very significant impact as well that is not mentioned.

87 The DEIR does not appear to be familiar with the traffic pattern at the intersection of Cortland and Bayshore. Access to Bayshore to the Home Depot site or to the 101 on ramp requires a left turn from Cortland to Bayshore. This left turn capacity is already highly utilized. This requires crossing through the pedestrian crosswalks across Bayshore. The DEIR does not recognize the significance of the conflicts between automotive and pedestrian needs at this corner. The crossing time to get all the way across Bayshore is considerable. When pedestrians are crossing, the time available for a left turn is reduced to half or less of what it would be otherwise. This can only be expected to increase if a huge Home Depot is built here. Moreover, the DEIR notes that the existing, narrow median would be removed from Bayshore, leaving pedestrians wholly at the mercy of hurried drivers who already have had to wait a long time to turn left. This corner has already been identified as a dangerous intersection for pedestrians. The DEIR does not even recognize that these conflicts will become vastly worse and will increase congestion over what is projected.

117 The congestion will increase pollution vastly over what is projected in the DEIR, which assumes that cars will be moving at an average speed of 25 mph. This speed is not being attained today. The DEIR needs to have traffic and air quality impacts re-examined to reflect the gridlock conditions that will exist much of the time.

59 These traffic and congestion impacts are not acceptable to the neighborhood or in keeping with the city policy of maintaining and strengthening neighborhoods and pedestrian oriented, walkable, livable spaces.

59

These traffic and congestion impacts are not acceptable to the neighborhood or in keeping with the city policy of maintaining and strengthening neighborhoods and pedestrian oriented, walkable, livable spaces.

III. The DEIR does not Address the Health Impacts of Increased Congestion and Loss of a Pedestrian-oriented Focus to the Adjacent Neighborhoods.

159

It is well established that walkable cities are healthy cities. Loss of pedestrian access and quality in an urban environment contributes to social isolation, reduction in civic engagement, increased obesity and related health problems such as diabetes, and many other adverse effects.

The huge Home Depot project will have significant adverse effects on the pedestrian quality of the Bernal Heights neighborhood that cannot be mitigated by the largely cosmetic changes being suggested. This can be anticipated to have significant, adverse effects on the health of the community. These are the kinds of effects that the Planning Department is supposed to prevent.

Date: July 5, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 09 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

70 It is already very congested on Cortland St and, in fact, difficult to cross safely even during the slower times of day. This project does nothing to address long term, appropriate development of this community. As a community we are interested in locally grown mixed use projects that serve the specific needs of this community and support our very local economy.

125 I am also very concerned about the pollution coming from increased automobile traffic. We have children & pets to safeguard. We also have local businesses that should have an opportunity to devise project plans & financing for this very local property that is right in the center of our community.

Sincerely,

Signature

163

Printed Name:

Lynny Labovitz

Address:

322 Cortland St #202, SF, CA 94110

Date: 7/4/03

Public Comment Deadline: July 10th, 2003

RECEIVED
JUL 09 2003
PLANNING DEPT

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

163 We are, already, very well served by a variety of hardware stores, lumber yards, flooring, bathroom & kitchen stores. Should someone need to shop at a Home Depot there's one just ten minutes away. There's no compelling need for such a store as Home Depot. In fact, given Home Depot's competitive practices, existing businesses' economic viability will be strained.

68 There will be a major impact on traffic. Since moving to Bernal Heights in 1989, there has been a wealth of change; not least is the volume of traffic. Cortland Ave. has become a vibrant center for the neighborhood. Parking has become difficult with the consequence that many more trucks are double parking in order to deliver to more and more stores on Cortland Avenue. At present, the situation is manageable; however, a Home Depot at the base of Cortland Av. at Bayshore will make Cortland a major thoroughway. Rather than being a destination, Cortland will become merely a means to an end.

163 Philosophically, Home Depot runs counter to fundamental notions of neighborhood. Its success will depend on drawing people from many other neighborhoods who will come, make their purchases, and leave without any further consideration for where they've been. This is a city neighborhood. Our visitors usually come for a variety of amenities (a cup of coffee, a browse at the bookstore, bunch of flowers, hair cut, etc...). If there is a place for stores like Home Depot, it is in suburban wastelands.

Home Depot does not share our values and sense of community. It doesn't allow for organized labor, for instance.

Sincerely,

Signature

Printed Name: JEREMY + JANICE LANE

Address: 457 ANDERSON ST
SF CA 94110

Sunday, July 06, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 11 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

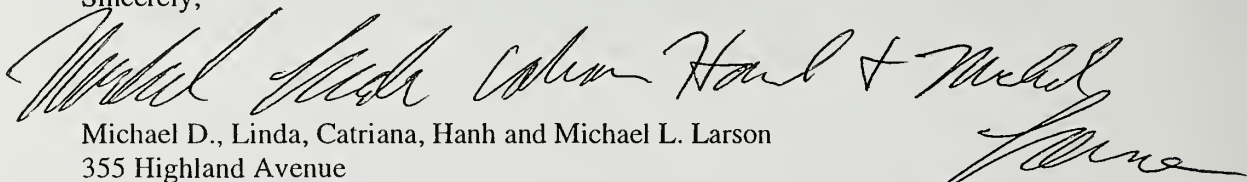
Dear Mr. Maltzer:

We are writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. We are Bernal Heights resident, and we oppose the approval of this project, as it will have an irreversible negative impact on our neighborhood.

The reasons we am concerned are:

- | | |
|-----|---|
| 70 | <ul style="list-style-type: none">• Traffic flow through Bernal Heights along Cortland significantly would increase. This traffic flow would not contribute to the merchants on Cortland and would surely contribute to additional pedestrian/car accidents at intersections all over Bernal Heights (such as Andover and Cortland). For reference just try to get to the Home Depot in Colma on a Saturday or Sunday. |
| 23 | <ul style="list-style-type: none">• The use of this land as yet another Home Depot chain store doesn't serve the city well. Land in SF is precious let's make sure that this is the best use of this parcel of land (I haven't seen any serious alternate proposals). |
| 125 | <ul style="list-style-type: none">• Bernal Heights is surrounded on two sides by freeways (101 and 280). Adding the additional traffic would increase traffic noise and pollution. This is of particular concern to parents that raise small children. |
| 163 | <ul style="list-style-type: none">• A Home Depot in Colma is only 10 minutes away by car from this proposed location. There can surely be little benefit to Home Depot other than cannibalization of sales.• San Francisco should be promoting local businesses where the profits are kept within the community rather than a large chain with little regard for the environment of the neighborhoods they propose to disrupt. |

Sincerely,


Michael D., Linda, Catriana, Hanh and Michael L. Larson
355 Highland Avenue
San Francisco, CA 94110

FLOORCRAFT

Quality From the Floor Up Since 1941!



470 Bayshore Blvd., San Francisco, CA 94124 • (415) 824-4056 • FAX (415) 641-0934

April 11, 2003

Mr. Paul E. Maltzer
Environmental Review Officer
San Francisco Planning Dept.
1660 Mission St.
San Francisco, CA 94103

Re: Home Depot EIR and Planning Report

Dear Mr. Maltzer:

I would like to address several issues that will affect traffic and customer safety. Our customers who park in our corner lot at the intersection of Bayshore and Cortland need to be able to safely exit the lot when making a left turn onto Cortland heading east. Presently, there are not long lines of traffic and cars are let into the lane without any resulting problems.

88

With the increase of traffic heading eastbound, and drivers attempting to run the light because of impatience, there will be a real safety issue for someone trying to turn left out of our lot. It is not logical to put a 'No Left Turn' sign out of our lot because there is no existing turn around area, as Cortland is a narrow street. A possible remedy would be a 'Keep Clear' area for cars to remain behind when drivers are moving east on Cortland.

Another issue will be traffic going southbound on Bayshore that is turning right onto Cortland. There is a potential safety problem for cars coming out of our lot. Traffic turning right onto Cortland from Bayshore presently swing right very quickly and frequently don't stop for red lights on Bayshore. With the increase of traffic on Bayshore there would be further safety concerns. A partial remedy would be to install a 'No Right Turn on Red' at Bayshore or a signal in our lot letting the people out and stopping traffic southbound on Bayshore, east and westbound on Cortland. This traffic light could be sensory operated, so it only activated when a driver pulled out.

89

Another issue I would like addressed is the cross pedestrian traffic issue. When Goodman's was in business many customers would park in our corner parking lot or frontage parking lot and jaywalk across the street because it was faster and easier than parking in Goodman's lot. It worked both ways on busy days. With the advent of Home Depot this situation would be far worse because the traffic would be many times greater. It is a vital safety concern because of the constant pedestrian jaywalking.

89

In addition, many customers do not like parking on second or third floor levels, and may think it more convenient to use our lot for parking instead, and then run across the street. A possible remedy would be to construct a barrier on Bayshore down the center, perhaps a fence, and create a turnaround lane north of our building to ensure that people did not dart through the u-turn area.

A possible solution to Home Depot's customer usage of our corner lot would be to make it as inconvenient as possible to park there by having Home Depot's customer store entrance and exit as far back towards Loomis St. as possible, thereby establishing the need to use their parking lot for convenience. I'm assuming that is the only entrance to the store as I believe more chaos would arise if an entrance was placed on the Bayshore side of the store.

Please keep me informed on how these and other similar issues are being addressed.

Sincerely,



Philip Lerner

Date: 7-1-03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 07 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood *and throughout the city.*

Here is why I am concerned.

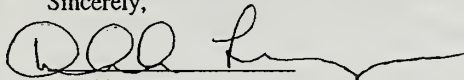
110

The traffic impacts will be huge - $\frac{1}{2}$ even bigger as other large retail stores join Home Depot. This will slow down Laidlaw school busses in the mornings, as well as the 24 bus my son takes cross town to his high school.

163

Furthermore, I believe that a row of large retail stores will divide the city, effectively excluding Bay View $\frac{1}{2}$ nearby neighborhoods, whereas a mixed use smaller development would further unite us.

Sincerely,


Signature

Printed Name:

Deborah Leng

Address:

103 Holly Park Circle
SF 94110

Date: 07/06/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 14 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113

I am concerned because of the traffic! I don't want to have to get ready one hour in advance to go ~~and~~ to one of my activities because of the traffic. Also, with all the pollution I'll feel less comfortable living here. The new cars that will come will give off tons of gas pollution in the bumper traffic which will also waste our limited amount of oil.

Thanks
Sincerely,

Signature

Printed Name: Joshua Levy 13 years

Address: 103 Holly Park Circle

May 1, 2003

RECEIVED
MAY 05 2003
PLANNING DEPT

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am a resident of the Bernal Heights neighborhood and strongly oppose the proposed Home Depot project at 491 Bayshore Boulevard. It will have negative impacts on my neighborhood and the surrounding area that will be irreversible and cumulative.

68

The plan calls for a three level parking lot at the end of Cortland Street. What will be the result of this besides being a blatant eyesore on the landscape? Traffic will back up all along Cortland Street as people from cross town try to access the lot. Cortland Street is now a mixed residential and commercial street that cannot accommodate this new large influx of traffic. The side streets parallel to Cortland are so narrow that only one car at a time can go down the street. If two cars are in the same block, a choreography must be implemented by the drivers to pass each other. Additional traffic will exacerbate this problem and will undoubtedly cause tempers to flare and additional car and pedestrian accidents. Most streets of Bernal Hill do not even have city street cleaning because the streets are so narrow. Additional traffic will also mean there will parking problems in the commercial area of Cortland Street and additional trash - which is an ongoing problem of the neighborhood.

110

The proposed Home Depot, if built as planned at that huge scale, will cause traffic along Bayshore Boulevard and at the freeway onramps and offramps that will be irreversible and unacceptable. As it is now, Bayshore is an extremely busy street and at peak hours the traffic slows to a crawl and is backed up. As the school bus company is located on Jerrold Avenue near Bayshore, the school busses that transport our children will be captive to the additional traffic delays along Bayshore Boulevard. Air quality will be

125

125

degraded even more in an area of the city that already suffers from too many cases of asthma, especially among children. Bringing in additional cars and trucks from all directions of the city and peninsula will create a greater and unacceptable environmental degradation of the whole area both in terms of traffic congestion and air quality degradation.

152

I read with interest in today's Chronicle that the Planning Department is looking for ways and places to build more housing in the city. Why not build a combination residential and commercial development along Bayshore Boulevard? This could serve the surrounding communities (Bernal Heights and Bayview-Hunter's Point) much better, and would not create the kind of environmental disaster that the proposed giant Home Depot would create. In addition, the twenty-six small home supply businesses that have served the city for many years could be preserved.

Please consider these many points in your deliberations about whether to approve the Home Depot project and its environmental impacts that truly would be irreversible. San Francisco does not benefit from this kind of development!

Most sincerely,



Rosanne Liggett
125 Gates Street
San Francisco, CA 94110

cc

Date: _____

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113 This is a neighborhood and already too much traffic over the hill. Dangerous for families kids. Hazards of traffic just to pull out of driveway.

Also detrimental to other small businesses.

I am horrified by the thought of the congestion in my neighborhood!!

Sincerely,

Signature

Printed Name:

JoAnn Madigan

Address:

124 Eugenia

Date: July 5, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 09 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113

I do not like lots of
traffic and big stores around because
me and my brother like to ride bikes.

Sincerely, Map

Signature

Printed Name:

Max & Ben Malakoff

Address:

338 Park street

Date: July 7, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 14 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

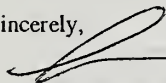
Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

67 The proposed Home Depot MegaStore project will have a devastating effect on the traffic on Cortland St. There is already too much use of Cortland as an east/west conduit. Home Depot traffic will only compound an enormous problem.

Sincerely,



Signature

Printed Name: GARY A. MARCUS

Address: 407 GATES SF CA 94110

624 Andover Street
San Francisco 94110
April 26, 2003

RECEIVED
APR 30 2003
PLANNING DEPT

Mr. Paul Maltzer
Environmental Review Officer
SF Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: EIR Public Comments

Dear Mr. Maltzer,

I am a resident of south Bernal Heights. I oppose the Home Depot project. I am commenting on the Environmental Impact Report.

25 This very large project is proposed at Cortland Avenue, the one eastern entry to Bernal Heights. This project is just over the border from our residential area. It would have a deeply negative effect upon Bernal Heights. Shouldn't there be a grey area around a residential zone that prevents such large projects? Home Depot ought to pick from one of the other industrial sites available.


113 Bayshore Boulevard already is congested when US 101 and US 280 become backed up. This happens every morning and evening and for large portions of the weekend days, and other unpredictable times. Cars already cut through Bernal Heights to avoid the traffic backups. We have narrow streets, many with 2 way stops. The integrity of our neighborhood will be lost because Industrial zoning begins at our doorstep. Drivers looking to "save time" do not look out for children, seniors or other residents. Our main shopping street is Cortland Avenue. This street will become a danger to cross.

I drive to/from the Caltrain Station (22 Street) using Cortland and Bayshore. It can already become backed up easily because of traffic, 1 or 2 slow cars, Muni losing it's power, etc. The idea of a 500 car garage at that intersection is simply inappropriate.

119 Traffic delays mean cars idling, with increased car exhaust pollution. Put this project somewhere where cars won't have to idle in order to arrive/leave the center.

108 We are close to SF General Hospital, a regional Trauma Center. Bayshore Boulevard feeds directly onto this Potrero Avenue site. Has the impact of this congestion been considered on Emergency services for our county? I also wonder about the impact upon Emergency services to Bernal Heights. We do have a Fire Station locally, but what about Police, Ambulance and other essential services?

163 Please do not sacrifice my neighborhood to this project!
Thank you for considering my perspective.


Eugenie Marek

RECEIVED

JUL 14 2003

PLANNING DEPT

Date: 7/9/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

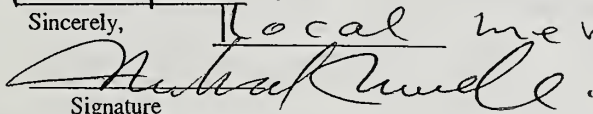
RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

67 The traffic is already bad on Cortland Ave. Especially at the corner of Bayshore at rush hour. In the morning there is already a line of cars bumper to bumper and one has to wait for two or three lights to turn on Bayshore. We don't need a
163 big box store here. Everything home depot sells is already available from
Sincerely, Local merchants.


Signature

Printed Name: MICHAEL MARRELLI

Address: 101 Prentiss St. S.F. 94110

Date: July 3, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 08 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113 I am most concerned about the traffic will bring to the residential areas of Bernal Heights. The old Goosman's lumber and the businesses that are currently operating along Bayshore is one thing, but the increase in traffic Home Depot would bring is quite another. I've seen how traffic is backed up on State Highway 280 as a result of the Home Depot in Colma and the project proposed for our area would be even more impacted. I firmly believe the quality of life in the Bernal Heights neighborhoods would be diminished by the added traffic in the area if Home Depot is allowed to move in.

Sincerely,

Ms. Dale Martin

Signature

Printed Name: MS DALE MARTIN

Address: 184 Gates ST
San Francisco, CA 94110

Date: 7/7/03

Public Comment Deadline: July 10th, 2003

RECEIVED
JUL 10 2003
PLANNING DEPT

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

125

We have two children (2yrs + 6yrs) and are proud to be Bernal Heights Homeowners. The air quality is our top priority for all children, adults etc. We walk all around the neighborhood, and enjoy the "quiet" feel. Our 2nd concern is traffic impacts.

67

Unfortunately, the tragic impact will not only effect Cortland @ Bayshore, but the already congested Cortland @ Mission St. We live right around there, and Bernal Heights will become the "vein" to get to the new Home Depot! It is too

Sincerely,

Nina Mayer

Signature

163

Printed Name:

Nina Mayer

Address:

329 1/2 Richland Ave
SF, CA 94110

UNNECESSARY!

There is a home depot in Colma 5 miles away. This is crazy!

large, too much traffic, pollution, and unforeseen hazards that will negatively effect a beautiful and charming and up-coming neighborhood!

163

We need to support smaller businesses (family run) and not the "BIG BOX" which leads to other big boxes and eliminates all sense of charm, community, and small neighborhood tranquility!

Date:

5/3/03

Public Comment Deadline: May 19, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
MAY 07 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

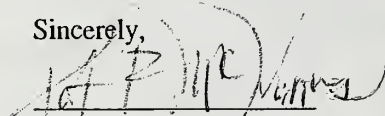
672

The impact of traffic flow
on Cortland Ave. and
Bayshore.

163

The resulting impact on the
"neighborhood feel" of our
commercial district.
Thank you.

Sincerely,


Signature

Printed Name:

Patricia F. McManus

Address:

357 Bocara

Date: May 9, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
MAY 13 2003
PLANNING DEPT

RE: EIR Public Comments

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impact on my neighborhood. The following are my concerns:

1. Traffic Report. I believe that the traffic report does not include all of the traffic impacts and is unacceptable.
 - a. Crescent Ave was not considered a main east to west corridor between Mission and Bayshore. Crescent Ave is used by many cars and busses (MUNI 23 and 67). I live on Crescent Street and see the traffic daily. People from the Sunset, Glen Park, Forest Hill and other western neighborhoods are likely to cut across the city using O Shaughnessy to Bosworth to Crescent to get to the proposed Home Depot.
 - b. People will not use Putman Street when Cortland is clogged. My experience indicates that people will avoid Cortland and use Crescent because it is fast and only has three stop signs between Mission and Alemany.
 - c. The city recently did a traffic calming study for the South Bernal Heights area. The information and suggestions from that report should be incorporated into this traffic report. I am concerned that we will see more accidents on Crescent and Cortland because there are not enough pedestrian friendly crosswalks. The recommendation of the traffic calming report are desperately needed. The Home Depot project would increase our neighborhood's concerns.
 - d. The Alemany-Putman-Crescent intersection by the farmers market does not have proper stop signs. Traffic on the weekend is very bad when the farmers market (or flea market) is open. A Home Depot would increase this traffic and create a large bottle neck that is not adequately addressed in the report.
 - e. I am concerned that Bayshore will become like Emeryville. Emeryville is a planning disaster located near merging freeways and traffic is always an issue. The difference between Emeryville and the Bayshore is that there is a nearby neighborhood that will be impacted too.
 - f. The entrance to Home Depot should not be at Cortland and Bayshore. It creates more traffic in my neighborhood. Why not have the entrance on the backside?
 - g. Future traffic impacts in the report do not consider that Home Depot is one of

many stores that will go in. In Emeryville several other large stores followed the Home Depot project. We know that Pier One Imports will go in next to Home Depot if they get approval for this project. Potential growth in the area needs to be considered in future traffic impacts.

- h. The traffic report indicates that in the future most intersection will be rated as an F. This is unacceptable.
- i. The freeway exits are too small and will clog the freeway more than the report suggests. Particularly Northbound 101 and Southbound 280.
- j. The 23 and the 24 Muni bus lines will be severely impacted. I am concerned about the delays because I rely on these busses to get me to different parts of the city.
- k. Home Depot is not like any other store. People will come from all around. If you were to have a project such as a market. It would have less traffic implications for the Bernal Heights.

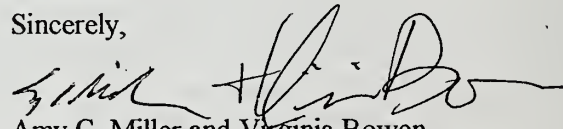
2. Environmental Impacts. I believe that the environment report does not include all of the environmental impacts and is unacceptable.

- a. The report only looked a diesel exhaust. Other contaminants should have been looked at.
- b. 67 pounds on NOXs is too much. Remember that Home Depot is next to a neighborhood where there are schools and many elderly people live in Bernal Heights. They can suffer more from toxic air.
- c. The report only looks at PM 10 but should also look at PM 2.5 which is very dangerous size particles.
- d. The report says that it will exceed PM and Ozone standards. This is unacceptable. We urge you not to allow our air to become dirtier.

3. Nature of the Project. We all know that Bayshore needs to be developed. The planning commission needs to consider Proposition M. Home Depot will put other local hardware stores out of business. Many jobs will also be lost from these local businesses. Bayshore is full of great hardware resources.

Please consider my comments and not approve this project. I will hold the Planning Commission and the Board of Supervisors responsible if this project is approved. I do not want my neighborhood to become a throughway for Home Depot.

Sincerely,


Amy C. Miller and Virginia Bowen
703 Crescent Ave
San Francisco, CA 94110

cc: Honorable Supervisor Tom Ammiano

Date: June 16, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

157

I am very concerned about the unex-
jobs that we are going to lose. And also
the smaller companies that are located on
Bayshore that we are going to lose once
Home Depot ~~is~~ is built.

113

And there's the traffic at the intersection
of 101 and 280, also on Cortland. The air
quality in these areas are already in
bad shape.

125

Sincerely,

William (Bill) Nieto
Signature

Printed Name:

Bill Nieto

Address:

228 Gates St.

SAN FRANCISCO, CA. 94110

Date: 6-15-03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 14 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

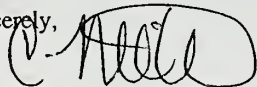
Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

- 153 I fear that a lot of wonderful companies
will be forced out of business.
- 113 There will be too much traffic. It will
have an adverse effect on regional air
125 quality.

Sincerely,



Signature

Printed Name: Chava Nieto

Address: 228 Gates St.

San Francisco, CA 94110

Date: July 5th

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 09 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS


Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

163 It would negatively impact local businesses
such as neighborhood hardware stores and
nurseries.
113 It would create too much traffic.

Sincerely,


Signature

Printed Name:

Patrick J. O'Brien

Address:

51 Santa Marina

Date: 6-28-03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 02 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

70

The increase in traffic on Cortland and other residential streets is unacceptable. There are many children here and they sometimes play on the (currently) quiet residential streets. More traffic will make this dangerous. The air quality will worsen.

113

The possible delay to buses is problematic. 125

163

One big box is not ok. The potential for other Big Boxes is horrible and detrimental to the quality of life in our neighborhood.

Sincerely,

Jo Ann Ogden
Signature

Printed Name: Jo Ann Ogden

Address: 325 Bocana St.

San Francisco, CA. 94110

Date: 6/29/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 07 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

I've read the EIR cover to cover and found it inadequate.

It claims traffic levels on Cortland are acceptable now, and they aren't.

1 - The raw numbers are wrong. The traffic counter nearest our house was on Cortland between Prentiss & Banks. It was sabotaged during the count. I found its cord in the gutter. Not knowing how important these estimates would turn out later to be, I just re-strung it across traffic - I assumed it was a kid's prank - But if other sensors were also vandalized the undercount for ALL of Cortland could be serious.

2 - I live at Cortland & Prentiss. Just below us on the hill, Cortland bends abruptly. Many trucks ALREADY come up the hill, barely make the curve, and stop in front of our house, then back up into our narrow side-street, beeping and belching soot — using us as a turn-around, — then go back

Sincerely,

Chris Pagels
Signature

down the hill. These aren't lost drivers - it's the same lines & trucks, over & over. You've

Printed Name: CHRIS PAGELS

Address: 242 A PRENTISS (AT CORTLAND)

been assuming that most truck traffic, if it uses Cortland at all,

stops close to Bayshore, at the businesses at the foot of the hill. But this may not be true. A larger proportion of Cortland's traffic than you think is trucks already, at least at our corner. Again, we're just below the Banks Street counter, so these visits (and their constant noise and soot) wouldn't have registered except as traffic at the foot of the hill.

44 - So 13% of Home Depot visits will come via Cortland? Where'd you

44

get that figure, out of a hat? It's not just the shakiness of your figures that angers me, but the lack of distinction between types of vehicle. An increase in passenger vehicles might be tolerable, but Home Depot and only Home Depot will generate a flood of contractor's trucks early in the morning — the worst time for Bernal Hill traffic already. Even a big movieplex would be better — at least the traffic would be passenger cars, and most of it'd be evening traffic not early morning.

113

At the very LEAST, this project needs to be scaled down. It's not as if the site will be empty for long in any case! I'm not objecting to a large store there — just ~~to~~ this particular plan — it's about the worst thing possible for my neighborhood — Lots of traffic, the worst kind of traffic (diesel & pickups), the worst time for peak traffic, and very little ^{likelihood} ~~chance~~ for either a good store or good jobs coming from it. We

163

get all pain & no gain. Shoot this one down & make them come back with something reasonable — I'll fight THIS plan tooth & nail.

Sincerely — Chris Pagels

Date: 7/8/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 10 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113 Traffic-Traffic-Traffic Exits off 100 onto
Bayshore are bad now. They'll be worse!

125 Air pollution _

113 Traffic pollution _

163 No more big box stores in SF. We cannot
afford to be homogenized like the
suburbs!

Sincerely,

Signature

Barbara Paley

Thank you!

Printed Name: BARBARA PALEY

Address: 3 Aztec ST
SF 94110

Date: 7/5/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 09 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

163

1) Home Depot is only 10 away in Serrano, no reason to affect local business and their families and employees by bringing big stores inside the city.
thanks!!

Sincerely,


Signature

Printed Name:

Alberto Perez

Address:

2515 24th st #3 SF CA 94110

Date: May 14, 2003

Public Comment Deadline: May 19, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
MAY 16 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

163

I don't want my neighborhood - so many people to be negatively impacted for the benefit of one corporate citizen. It is unfair. The sanctity of the neighborhood is more important. I will fight this all the way.

Sincerely,

Renee Rausin

Signature

Printed Name: Renee Rausin

Address: 290 Colevridge SE, CA 94110

Paul Maltzer

05/29/03 09:06 AM

To: Tammy Chan/CTYPLN/SFGOV@SFGOV, Bill
Wycko/CTYPLN/SFGOV@SFGOV

cc:

Subject: Regarding Home Depot Draft EIR

FYI

----- Forwarded by Paul Maltzer/CTYPLN/SFGOV on 05/29/03 09:02 AM -----



Stanley Muraoka

05/29/03 08:36 AM

To: Paul Maltzer/CTYPLN/SFGOV@SFGOV, Jon
Lau/CTYPLN/SFGOV@SFGOV

cc: "Jim smiles at you :o\)" <jim@sf-pt.com>

Subject: Regarding Home Depot Draft EIR

"Jim smiles at you :o\)" <jim@sf-pt.com>



"Jim smiles at you
:o\)" <jim@sf-pt.com>

05/28/2003 07:58 PM
Please respond to "Jim
smiles at you :o\)"

To: "Stanley Muraoka" <Stanley.Muraoka@sfgov.org>
cc: <dan@dodt-plc.com>, <cedric_jackson@ci.sf.ca.us>,
<Gaynell.Armstrong@sfgov.org>, <bmcgee_us@yahoo.com>,
<dcrosby100@aol.com>, <EHAYES1@email.usps.gov>,
<hwkns37@hotmail.com>, <linfadeke@aol.com>,
<mhamman@igc.org>, <bhpmss1@aol.com>

Subject: Re: FYI -- March 20, 2003

Stanley,

I received a copy of the draft environmental impact report for the bayshore blvd home depot and wanted to make one comment/suggestion.

140 In regards to the traffice improvements (see illus. p. 63), I would suggest an entrance into the home depot from bayshore blvd without an exit onto bayshore blvd. The exit from home depot should be at waterloo street, with a left turn only. This would direct traffic away from bayshore blvd and create a possibility whereby cars turning left on waterloo would have an option to subsequently turn left towards Oakdale, or right towards Industrial. These are two thoroughfares which are quite capable of handling the volume of traffic that will be anticipated. Having traffic exit at waterloo would also ameliorate the concerns of the Bernal Heights community by preventing cars from directly exiting Home Depot onto Cortland. Also, by having an entrance only at Bayshore Blvd, you will be able to create a left turn in two lanes, with the middle lane giving drivers the option of turning left, or continuing on through Bayshore. This would reduce the queue lines turning left into the home depot. Drivers would also retain the ability to drive into the home depot parking directly from Cortland, using more than one lane, also reducing queu lines on Cortland.

I don't know if my suggestions are far too late to give impact, but regardless, I do believe the proposed setup as currently written in the draft report does not maximize the use of available streets in limiting traffic backups. I have only skimmed the impact report, but did feel this issue warranted immediate attention.

My regards to all my friends at the PAC. Lets make sure this facility gets done right!

best wishes,

Jim Rodriguez

150 Cortland Ave.
San Francisco, CA 94110
July 8, 2003

RECEIVED
JUL 10 2003
PLANNING DEPT

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission St.
San Francisco, CA 94103

RE: EIR Public Comments on proposed Home Depot store on Bayshore

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard in San Francisco. I very strongly oppose the approval of this project, which will have irreversible negative impacts on my neighborhood, my family, and our future plans for raising our children in San Francisco.

I am a writer, teacher, Bernal Heights homeowner since 2000, and parent of two children in the San Francisco public schools. My husband, Lenny Carlson, is a musician who also teaches music at City College of San Francisco and San Francisco State University. We spent well over a year in 1999-2000 seeking a house we could afford to buy in San Francisco's extremely inflated real estate market. *When we bought a fixer on Cortland Avenue in south Bernal Heights in the fall of 2000, we were well aware that we were moving into one of the very last of the marginally safe and affordable family-friendly neighborhoods in all of San Francisco.*

Even though housing prices have since dropped somewhat, our realtor has told that our home's value has held steady, both because of the repairs we have made and because *the neighborhood has continued its slow but steady upturn*. Take a drive onto Cortland these days, and you'll see scaffolding up in front of many storefronts. New shops and restaurants open every couple of weeks. Walk down these same streets, and you'll experience the pride both longtime and newer residents have in their neighborhood.

The neighborhood is not without problems. Increased traffic on Cortland and surrounding streets led the city more than a year ago to begin a "traffic calming" study; plans for implementing the resulting recommendations are still being worked out. High youth unemployment and petty and more serious crime are among the problems the area continues to face.

However, it's a neighborhood well worth investing in – not just for homeowners like my husband and myself, but also from the point of view of City Hall. Why? Because Bernal Heights could easily become an example of what's right about San Francisco: small,

extremely diverse, affordable, welcoming, family-friendly neighborhoods that encourage people to put down roots and build community. We invested in Bernal Heights for much the same reason we have invested so many hours, so much in the way of fund-raising efforts, and so much heart in our children's public school, Claire Lilienthal: because we believed that consistent effort, added to what was already a wonderful, established community, would build a neighborhood of great value and benefit to all of its residents.

*The Home Depot store in Colma, a scant 10 minute drive from our home even in traffic, is located just where it should be: in an area where it does not impact residential neighborhoods, and where parking and freeway access are a breeze. It's **NOT** in an area where the increased traffic and resulting poor air quality would directly effect young children and their parents, contributing to childhood asthma and other respiratory problems, long delays commuting to and from family homes and businesses, ongoing traffic noise well after bedtimes, an increased number of traffic accidents and certainly pedestrian injuries and fatalities, and a degraded overall quality of life in a neighborhood so well known for just that: **quality of life**.*

A number of national polls have recently claimed that San Francisco is unfriendly to families – citing overpriced housing, struggling school quality, unevenly maintained parks and public facilities, among many other issues. *Add to this a city government administration that is committed to business-friendly practices even when they completely overrun the needs of neighborhoods, and you will accelerate the flight from the city of exactly those citizens most committed to staying put and building a life there.*

If Home Depot moves into our neighborhood – with all of its intractable attendant problems, with the obvious probability of destroying the many smaller competing home improvement businesses on Bayshore, with its management's refusal to guarantee work for the low-income residents of neighboring communities – who, as always, will suffer the most from both the construction and the operation of this unwanted behemoth on their doorstep – our family's and our neighbors' quality of life will suffer, our home will lose substantial real market value, and we'll ultimately forget our dream of a decent neighborhood in which to raise our family in San Francisco.

Thank you for your attention. I hope you think hard before you act to so certainly damage the jewel of a strong, productive neighborhood that is Bernal Heights with the giant footprint that Home Depot is certain to represent.

Sincerely,



Lisa Rosenberg

150 Cortland Ave.
San Francisco, CA 94110
415/282-3628

Date: 7/10/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 14 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

125

I walk on Cortland Street to use the markets there. When there are traffic back-ups these days - due to trucks unloading or increased auto use - I can feel the difference in the air pollution affecting my breathing. If Home Depot moves to ~~Corte~~ Bayshore, there will be much, much greater traffic back-ups and many more idling cars. I know this will further compromise my respiratory system. Increased traffic, back-ups & idling cars are inevitable on a small two-lane street like Cortland. If my body - a relatively healthy male - will be adversely affected, I can imagine the damage it will do to children (who use the library and playground on Cortland) and seniors who use the Neighborhood Center. I fear the health risks to me and my neighbors

Sincerely,

Peter Rothblatt

Signature

Printed Name: PETER ROTHBLATT

Address: 535 HOLLY PARK CIRCLE
SF CA 94116

Date: _____

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 02 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

163

I have lived in Bernal Heights for 16 years, two blocks from Bayshore Blvd. I have seen the neighborhood grow, yet retain its 'small town' feel. People are friendly and helpful. We are familiar to store owners, salespeople, librarians, etc. This is why I live here.

68

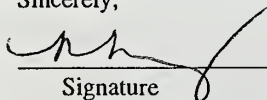
Yet, the threat of Home Depot two blocks from my house is extremely distressing. There will be SO much traffic on Cortland and the side streets that the character of the neighborhood will definitely be compromised. Those of us who utilize the stores and other outlets on Cortland will have great difficulty finding parking and the press of cars will greatly affect the atmosphere.

163

Because of this impending possibility, we have considered selling our house and moving to another neighborhood. But, upon investigation, we continually feel that we would rather live here than anywhere else in the city. In addition, other more 'desirable' neighborhoods are not a financial possibility for us.

Many, many of our neighbors feel similarly to ourselves. We, therefore, hope that you will reject this project.

Sincerely,


Signature

Printed Name: DEBORAH RUSKAY

Address: 109 BRADFORD STREET

Date: _____

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 09 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

67

I don't want more traffic
on Courtland. No Home Depot
Thank you for your attention

Sincerely,

Yolanda S Salazar
Signature

Printed Name: Yolanda S Salazar
Address: 351 Park St

Date: _____

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 11 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

113

I don't want it because it will cause to be too much traffic problems. Which I already have problems with.

Sincerely,

Gilda Serrano

Signature

Printed Name: Gilda Serrano

Address: 251 Gates St.
SF CA 94110



1095 Market Street #215
San Francisco, CA 94103
415.431.BIKE
415.431.2468 fax
www.sfbike.org

July 11, 2003

Paul E. Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

Re: 2001:0062E Home Depot Development

Dear Mr. Maltzer,

The San Francisco Bicycle Coalition would like to submit the following comments regarding the proposed Home Depot development at 491 Bayshore Boulevard on behalf of our 4,200 dues paying members. We feel that this EIR does not adequately portray the potential negative environmental effects of the development, including but not limited to its effects on bicyclists and pedestrians, air quality, and traffic congestion.

90 Bayshore Blvd. is a critical north-south bicycle route through the Bayview and Bernal Heights neighborhood. Current conditions are unacceptable for bicycles, given the already heavy traffic and speed differential that exists, together with a lack of dedicated bicycle lanes. The Home Depot will result in a significant increase in traffic to the site, including large delivery trucks, particularly hazardous to cyclists in areas lacking adequate bicycle facilities. This development will directly increase potential danger and conflict between bicyclists and motor vehicles. In fact, the EIR acknowledges that the Home Depot project will result in "increased potential for conflicts between motorists and bicyclists, as there would be more competition for the travel lanes between bicycles, autos, and trucks." It goes on to say that "this would not, however, adversely impact bicycle conditions." Bicycle conditions are clearly "adversely impacted" when there is additional motor traffic, especially on a road such as Bayshore without bike lanes. This is a very real impact that is not reflected accurately in this EIR.

As a result, we believe it is proper (and not without precedent in other cities) to require Home Depot to provide mitigation measures that will address the serious impacts on bicycle traffic along Bayshore, commensurate with the impacts of the development. Just as pedestrian impacts are being mitigated by providing countdown signals and bulb outs, Home Depot should be required to pay for the installation of bicycle lanes along Bayshore. The City should not be left with the tab for providing basic transportation facilities that have become chronically needed as a result of a private development project. In fact, Bayshore Blvd. has already been identified in the San Francisco Bike Plan Update as one of the City's "top 20" needed bicycle projects. It is highly likely, given the arterial nature of Bayshore Blvd., that bike lanes will be the preferred alternative.

Thank you for the opportunity to comment on this Draft EIR. We look forward to receiving a revised copy with our comments addressed.

Sincerely,

A handwritten signature in cursive script, appearing to read "Leah Shalum".

Leah Shalum
Executive Director

E-133

Date:

6/26/03

Public Comment Deadline: July 10th, 2003

RECEIVED

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

JUL 03 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

67

Increased traffic on freeway entrance (Bayshore) as well as on Cortland and at Cortland/Mission intersection, as documented in the EIR

157

I am also concerned about Home Depot's poor treatment of employees and the loss of job opportunities for underprivileged youth, as smaller businesses get edged out far beyond the Bernal neighborhood.

Sincerely,

Signature

Printed Name:

Kew Shelf

Address:

334 Park Street
San Francisco, CA 94110

July 11, 2003

Via Messenger

San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103
Attn: Paul E. Maltzer
Environmental Review Officer

Re: Comments on Draft Environmental Impact Report for the Home Depot
Project; File No. 2001.0062E and State Clearinghouse No. 2000032010

Dear Mr. Maltzer:

On behalf of our client, Home Depot, we wish to compliment the City and County of San Francisco on a thorough and accurate Draft Environmental Impact Report (EIR) for the proposed Home Depot store (the "Store"). The document is meticulous in its identification of possible project impacts, although in some cases we believe (based on our client's decades of experience with similar-sized Home Depot stores in comparable locations) that it is overly conservative in its predictions. The conservative nature of the assessments is a valuable asset to the Draft EIR because it ensures that all possible environmental impacts are addressed and adequately mitigated, to the extent possible. In our experts' judgment, however, it is likely that the degree of several key impacts will be much less than that predicted by the Draft EIR. We therefore submit the following comments on the Draft EIR, primarily to identify what we believe are more realistic levels of impacts, but also to clarify certain statements within the Draft EIR. Thank you for the opportunity to submit these comments.

53 Transportation. The transportation study prepared for the Draft EIR is based on several "worst case" assumptions, each one compounding the next, and uses calculations and assumptions derived in an overly conservative manner. The result is an extreme scenario that is very unlikely to happen. This is an effective method to use in preparing the Draft EIR, as it leads to the identification of every traffic impact that could possibly occur, but in reality the traffic impacts of the Store will likely be far less intense. Our analysis of these issues is based on a peer traffic review conducted by Overland Traffic Consultants (the "Overland Study"), a copy of which is attached as Exhibit A to this letter. The Overland Study presents and employs more realistic assumptions to analyze the "real world" traffic effects of the project. The Overland Study finds that the Draft

53

EIR overestimated traffic volume by approximately 20%. The revised, more realistic traffic volume for the site would result in shorter waits at intersections, and, most significantly, no increase in density levels on the freeway ramp junctions currently at Level of Service F. This means that the project will have no significant and unmitigable impacts at freeway ramp junctions.

106

The Draft EIR also uses an overly conservative standard of significance for cumulative traffic effects, with the result being that the project's contribution to cumulative impacts in 2015 appears far larger than it truly will be. The Draft EIR (at pages 79-81) assesses the project's contribution to impacted intersections and on-ramps in 2015, and bases the significance determinations on the project's percentage contribution to the traffic growth between now and 2015, as opposed to the project's percentage contribution to the total traffic volumes at the impacted locations. We believe that use of the latter numbers (which are, of course, much lower) is the approach suggested by CEQA. CEQA directs that the EIR first consider whether the cumulative (2015) conditions at intersections and on-ramps are significant, looking at the future total amount of projected traffic at the impacted locations. Then, to calculate the project's effects, the EIR must determine whether "the effects of the project are cumulatively considerable" at those significant locations. CEQA Guidelines § 15064(i)(1). "Cumulatively considerable" means that the incremental effects of an individual project are considerable when viewed in connection with past projects, the effects of other current projects, and the effects of probable future projects." *Id.* Particularly since the term "past projects" (i.e., the existing environmental setting) is used, the direction is to consider the amount that the project contributes to the overall, total traffic problem, not just to the increase in traffic between now and 2015. Again, we are not necessarily recommending that the City alter the conservative approach of the Draft EIR, but we do think it is important for decision-makers to understand the conservative nature of the approaches selected, which likely overstate project impacts.

124

Air Quality. The traffic volume relied on in the air quality analysis in the Draft EIR is derived from the transportation impact analysis therein.¹ As discussed above, the Overland Study contains an analysis of traffic impacts that, in our opinion, is more realistic. Because the volume of vehicles is lower in this revised estimate, the corresponding air quality impacts related to vehicle emissions would also be less than indicated in the Draft EIR, as shown in the Baseline Environmental Consultants analysis attached to this letter as Exhibit B. This expert analysis demonstrates that, in fact, the projected regional reactive organic compound (ROG) impacts would be *below* the Bay Area Air Quality Management District's significance threshold level of 80 pounds per day. This means that, in reality, the proposed project would *not* cause a significant

¹ "Daily and weekend trip generation rates for project land uses were provided in the project transportation analysis." Draft EIR, p. 87.

124 impact on air quality. Thus, the project would not result in any significant environmental impacts that could not be mitigated.

Visual Impacts. Residents of areas near the project site have raised concerns regarding the amount of light and glare from the rooftop of the Store and the adjacent garage. In fact, there is already a considerable amount of light generated during the nighttime hours from the existing uses along Bayshore Boulevard, and Home Depot will not add any light source that will stand out against these other lights. Nevertheless, our architects have carefully designed the structures in order to further reduce the nighttime effects of the Store.

39 There will be no lights on the top of the Store itself. Screening on the second and third levels of the garage adjacent to the Store will prevent car lights from within the lower levels of the garage from being seen by residents living on nearby hills. The lights on the topmost parking level will face downward with cut off shields to direct light down and prevent light from spilling over the rooftop parking area. No vehicle headlights will be visible from the top parking level, because the entire level will be surrounded by a 3½-foot wall. Above the 3½-foot wall, half of the topmost parking level will be shielded by continuing the solid wall, and the other half will be concealed by a trellis created with vines strung among horizontal cables. The cables will form a vertical wall reaching to approximately 10 feet above the floor of the topmost level, and then slope inward on an angle toward the parking area to a height of approximately 15 feet. In addition to these concealment measures, there will be trees in planters on the rooftop parking level, which will also function to block light from the garage. Together, the trellis system and plantings should prevent both glare and direct light effects from the garage from being visible from homes in Bernal Heights.

Growth Inducement Data. The Growth Inducement section of the Draft EIR (on page 103 and also in the Summary on page 11) states that the daily population of the Store would include 75-100 employees. This estimate should be changed to reflect the fact that the daily population of the Store would include approximately 197 employees. This change was calculated as follows:

134 Home Depot estimates that Store employees would work for a total of approximately 10,080 hours per week, which is similar to the number of hours worked each week at Home Depot's Colma store. Based on the experience of other Home Depot stores, we have assumed in the calculations that the labor force at the Store would be comprised of about 60% full time and 40% part time associates. Therefore, assuming that full time employees work, on average, a 40-hour work week (i.e., five 8-hour days) and that part time employees work, on average, 24 hours per week (i.e., four 6-hour

days), then approximately 180 full- and 120 part-time employees would work at the Store each week, as shown below:²

180 full time associates x 40 hours per week =	7,200 full time hours per week
+ 120 part time associates x 24 hours per week =	2,880 part time hours per week
300 total associates	10,080 total hours per week

The revised daily Store population of 197 employees per day is based on the following calculations:

134

7,200 full time hours per week over 7 days = 1,029 full times hours per day

1,029 full time hours per day at 8 hours = 128.5 full time associates per day

2,880 part time hours per week over 7 days = 411 part time hours per day

411 part time hours per day at 6 hours (average shift assumption) = 68.5 part time associates per day

The sum of 128.5 full-time associates plus 68.5 part-time associates equals 197 associates per day.

Note that this change in numbers will not in any way affect the assumptions contained in the Draft EIR traffic analysis. The trip generation numbers calculated in the Draft EIR based the number of vehicle trips on the square footage of the store (as derived from other Home Depot stores in California).³ Because these numbers are not derived from the projected numbers of employees and customers, the change in the daily employee population does not affect the traffic calculations.

143

Mitigation Measures. The scope of mitigation measures set forth in the Draft EIR is appropriate for the project. As you know, any prescribed mitigation measures must be both reasonably linked to the impacts of the project, and "roughly proportional" to the impacts of the project (see CEQA Guidelines § 15126.4(a)(4)). The Draft EIR sets forth a comprehensive list of the project's impacts, and then provides mitigation measures that accurately and adequately address those impacts.

² Note that because the Store is not yet open, these estimates are necessarily approximations, based on information from other comparable Home Depot stores, of the total hours worked per week as well as the potential ratio of full time to part time employees.

³ See page 3-1 of the Wilbur Smith Associates Transportation Study dated September 17, 2002, on which the Draft EIR transportation analysis is based: "To determine weekday PM peak hour trip generation, driveway counts were performed at four similar Home Depot stores in California... From the driveway counts, weekday PM peak hour vehicle-trip generation rates on a per square foot basis were developed for each store. To determine the Saturday midday peak hour trip generation, the ratio between the weekday PM peak hour and Saturday midday peak hour driveway counts from the Colma store was determined. This ratio was applied to the weekday PM peak hour trip generation rate to estimate the Saturday midday peak hour trip generation rate."

143 Some comments to the Draft EIR claim that the mitigation measures are not sufficient, primarily with respect to the improvements required to mitigate traffic impacts. In fact, many traffic improvements were proposed as part of the project itself, including pedestrian improvements and the addition of two turn lanes at the intersection of Bayshore and Cortland (see pages 62-65 of the Draft EIR). The incorporation of these improvements rendered the project essentially "self-mitigating," with the result that the project will have minimal traffic impacts. Also, although not required to alleviate significant project impacts, Home Depot would fund the traffic improvement measure suggested in the Draft EIR (page 110) for improving the eastbound approach of Cortland Avenue to Bayshore Boulevard.⁴

152 Alternatives. Home Depot believes that the alternatives analysis set forth in the Draft EIR includes a reasonable range of alternatives to the proposed project, as required by CEQA Guidelines § 15126.6. While it may have been useful for informational purposes to include a 60,000 square foot store as an alternative (Alternative C, Draft EIR page 121), that option is not by any means a feasible alternative, so cannot be selected in lieu of the proposed project. While there are certain locations in the United States where Home Depot has home improvement stores ranging in size from 50,000 to 80,000 square feet, these stores do not carry the full range of Home Depot items for urban home improvement and do not feature lumber supplies, a garden center or home decorating services. Moreover, these stores are within a five to ten minute drive to full-sized Home Depot Stores. Likewise, the 60,000 square foot alternative included in the Draft EIR would not be able to offer Home Depot's complete range of home improvement services, and the nearest Home Depot stores are at least half an hour away by car so they are too far away to rely on for support services. The 60,000 square foot alternative would not meet the following of Home Depot's objectives: to provide a wide range of home improvement goods and services within the City and County of San Francisco; to satisfy the home improvement supply needs for both do-it-yourself customers and local contractors; to provide a source of substantial sales tax revenue to the City and County of San Francisco; to stem sales tax leakage from the City and County of San Francisco to cities where full-service home improvement centers currently exist; to provide new job opportunities for San Francisco residents (particularly residents of the Bayview Hunters Point neighborhood); to site a new full-service Home Depot in a location that will relieve over-crowding at the Home Depot in Colma; and to make it possible for San Francisco residents who currently shop at the Colma Home Depot to shop closer to home.

Not only does the 60,000 square foot alternative fail to meet Home Depot's objectives for the site, it is unlikely to meet *any* prospective retailer's objectives for the site. The proposed location for the Store previously hosted two businesses (Goodman's

⁴ As the Draft EIR indicates (page 110), the project would not significantly contribute to cumulative conditions at the Bayshore/Silver intersection, so cannot be required to fund the improvement measure for that intersection.

152

Lumber and Whole Earth Access) that occupied approximately 107,346 square feet of space. Whole Earth Access's predecessor at the site was apparently a lumberyard that likely took up even more space. Given the industrial nature of the area, the types of home improvement businesses that are located along Bayshore Boulevard and the costs to acquire and develop land in the area, it is infeasible to place such a small building on the site (and Home Depot, which has the right to occupy the project site for the next 50 years, would not consider doing so).

155

Economic Impacts. Members of the public have raised concerns over potential economic effects of the Home Depot Store on other home improvement businesses in San Francisco. We attach as Exhibit C to this letter a copy of the Economic Impact Report dated January 2002, which was prepared by the Sedway Group to examine the fiscal impacts of the proposed Home Depot store. This study finds the demand by San Francisco residents for building materials to be so enormous that the existing businesses within the City fall well short of meeting it. Sedway estimates that San Francisco currently loses approximately \$250 million each year in building materials sales, while the proposed store is expected to average about \$45 million in building materials sales. Thus, even with the addition of the Home Depot Store, the Sedway Group estimates that San Francisco would still lose over two hundred million dollars a year of potential building materials sales to stores outside the City limits. Because San Francisco residents would demand far larger amounts of building materials than the new store could possibly supply, the other home improvement stores in the City would clearly continue to succeed.

In fact, as shown by newspaper articles from areas all over the country (attached as Exhibit D to this letter), the opening of a new Home Depot store has often – contrary to pre-opening fears of nearby home improvement stores – actually led to the increased success of such stores. This is due not only to excess demand for home improvement wares within the region, but also to the synergy between Home Depot's broad spectrum of merchandise and the more specialized service and product lines offered by the smaller stores. As the articles discuss, in many instances, residents and businesses alike have welcomed new Home Depot stores into their communities because they anticipated – and received – numerous economic benefits from Home Depot's presence.

While economic or social information can be included in an EIR, "[e]conomic or social effects of a project shall not be treated as significant effects on the environment." CEQA Guidelines § 15131(a). Economic and social changes are only relevant under CEQA if they will cause physical changes that would result in significant impacts, e.g., if the project would result in the closure of numerous businesses whose buildings would not be reused, thus causing physical blight. Plainly, here, there is not a shred of evidence to suggest that such a convoluted course of events would occur, and the evidence in the Economic Impact Report shows that the opposite will occur, i.e., that other home improvement businesses in San Francisco will thrive.

San Francisco Planning Department
Attn: Paul E. Maltzer
July 11, 2003
Page 7

We look forward to the responses to these comments. Should you have any questions or comments in the interim, please feel free to contact me.

Very truly yours,



Anna C. Shimko

cc: Tammy Chan
Stu During
Mike Abbate
Erika Strawn
Jeffrey L. Nichols
Evette R. Davis
Frank Coda
Scott Sobeck
Matthew Thomas
Deirdre M. Dawson
Deborah L. Kartiganer
Dan Conway

- * Exhibits to Anna Shimko's comment letter are faced with blue sheets.
Comment letters resume alphabetically after the second blue sheet.**

A. Shimko
Exhibit A



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July 11, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: DEIR Comments on 491 Bayshore Boulevard, Home Depot
(DEIR 2001.0062E)

Dear Mr. Maltzer,

Overland Traffic Consultants has completed the review of the traffic study contained in the DEIR for the proposed Home Depot to be located at 491 Bayshore Boulevard in the City of San Francisco. The project site plan is shown on Figure 1. We have determined that the traffic study adequately identifies and describes the potential significant environmental effects of the project's traffic generation. In fact, we believe that the traffic study is very conservative in order not to underestimate any potential short-term and long-term traffic effects.

Summary conclusions from our review are presented below followed by a comprehensive discussion of the short and long term traffic impacts attributable to the proposed Home Depot project.

Summary Conclusions

- The application of a series of conservative assumptions in the DEIR Traffic Study (e.g., no mode split, no reduction for pass-by trips, and very high trip generation rates) overestimates the proposed Home Depot traffic volume by approximately 20 percent.
- We concur with the DEIR traffic study finding that the project traffic volume will not substantially change the existing operating conditions at the study locations.
- The project's percent contribution to the traffic delay increases should be the significance measurement test for determining the effects of the project-related traffic impact. The DEIR traffic study used percentage increases in the

traffic volume at each location as a means to assess the effect of the project-generated traffic on 2015 cumulative conditions. However, not all traffic volume traveling through an intersection contributes to congestion, only that traffic flow in the critical directions (i.e., heaviest conflicting directional flows) will add to the congestion levels. Therefore, the non-critical project traffic volume would not add to the cumulative impacts.

- We agree with the finding that southbound left-turn phasing is needed for Mission/Cortland in the 2015 conditions analysis.

Project Trip Generation

The DEIR used trip generation rates derived from existing Home Depot stores in California in order to estimate the Home Depot traffic because of the “unique nature” of the Home Depot facility. These trip generation rates are substantially higher than trip rates contained in the Institute of Transportation Engineers (ITE) Trip Generation Handbook the industry standard used to estimate traffic volume by land use, for home improvement superstores. In our opinion, conservative assumptions in the calculation of the local trip rates that were used in the traffic study and DEIR substantially overestimates the project traffic volume by approximately 20 percent.

For the reasons listed below, a comparative impact analysis has been conducted utilizing different trip generation rates but the same traffic assignment. Our comments regarding the local trip generation calculations, the trip generation survey data and its application are summarized below:

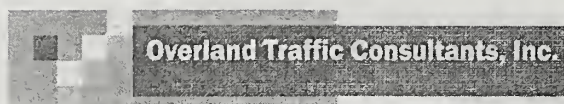
1. Traffic generation studies by ITE typically show that as the size of a facility increases the trip rate per square foot decreases. The trip generation data base used in the DEIR study consists of four Home Depot stores substantially smaller in size than that being proposed. The average store size in the survey database is approximately 125,000 square feet, where as the proposed store is 153,100 square feet. Since the EIR traffic estimates for the proposed Home Depot are based on the same number of trips per 1,000 square feet as the smaller survey stores, the project traffic estimates have been calculated using a higher trip rate per square foot. Plus, only the Colma store was surveyed for the weekend peak hour, which is the smallest store of the four (113,126 s.f.).

2. Pass-by trips were not considered in the traffic study and DEIR even though a large percent of customers already traveling on Bayshore Boulevard will stop and shop at the proposed store. Home Depot stores are located on busy arterials to attract motorists already traveling on the street. These sites attract a number of trips from traffic passing the site on the way to another destination. For example, many trade customers are already shopping in the area and these trips will not be new to the area.

The pass-by trip is not a new trip added to the street and should not be considered as part of the traffic impact analysis. Diverted trips from other roadways are new trips to the street but pass-by trips are not. Pass-by trips are closely linked to the size of the store and the volume of traffic on the major arterials roadways like Bayshore Boulevard. Limited data is available, but ITE has collected pass-by trip data for home improvement superstores which suggest pass-by trip percentages ranging from 44 – 54%. The San Diego Association of Governments reports that retail pass-by percentages are approximately 15%.

We have applied a very reasonable 10% reduction to the Home Depot traffic volume to account for the pass-by trips because trips to Home Depot are not usually made by necessity, as in the case of a grocery store, and people may not choose to leave Bayshore Boulevard and then re-enter during the street rush hour. During the off-peak hours on Bayshore Boulevard, however, higher Home Depot pass-by trip reductions are possible.

3. Sales data is presented in the traffic study and DEIR as a justification to use a higher trip rate to capture the peak month of activity. However, one vehicle trip can result in a \$500 sale or a \$5 sale, but each trip has the same impact. Therefore, sales volume should not be used as a variable (predictor) of traffic generation or as a justification for using higher traffic generation rates. Sales data has not been considered in the trip rates used in our review of the project's traffic impacts.
4. Although not significant, but another example of a worst case assumption: all trips were assumed to be auto even though employees may ride public transit



along Bayshore Boulevard, a transit preferential street. This is especially true in light of Home Depot's commitments to hire many of its employees from the surrounding community.

Shown in Table 1 below are the Home Depot DEIR and ITE Trip Generation Handbook trip rates. Also included in the table are the trip rates used in this "peer" review. It should be noted that one of the studies included in the ITE Trip Generation Handbook (No. 126) for the home improvement superstore use was conducted by the local Caltrans District 4 office in San Francisco.

Table 1
Comparison of Home Depot Trip Generation Rates
(per 1,000 square feet)

<u>Time Period</u>	<u>DEIR Traffic Study</u>	<u>ITE Handbook</u>	<u>PEER Review</u>
Weekday PM Peak Hour	5.54 trips / 1,000 s.f.	2.87 trips / 1,000 s.f.	4.26 trips / 1,000 s.f.
Weekday Peak of the Generator (site)	6.93 trips / 1,000 s.f.	3.84 trips / 1,000 s.f.	5.33 trips / 1,000 s.f.
Saturday Midday Peak Hour	8.28 trips / 1,000 s.f.	5.40 trips / 1,000 s.f.	6.39 trips / 1,000 s.f.

The trip rates used in this peer review are based in part from the DEIR data base and the comments listed above. Per our discussion point number 1 above, we have selected the San Jose store (144,521 s.f.) for the PM peak hour trip rate because it is roughly comparable in size to the proposed store. It should be noted that no additional adjustments were made to the trip rate used in this review to account for the fact that the San Jose store is 9,000 square feet smaller than the proposed store .

The San Jose weekday PM rate has been increased 25 percent for the weekday peak of the site, and 50 percent for the Saturday midday peak hour, consistent with the procedures in the DEIR and supported by ITE. Table 2 shows the trip generation rates used in the peer review to determine the project traffic volume at the project driveways. Traffic volume for the off-site study locations are then reduced by the

conservative pass-by percentage (10%) to account for capturing the existing traffic volume passing the site on Bayshore Boulevard. Table 3 shows the trip generation values used in the EIR study and the Peer review analysis. Attached Figures 3 and 4 illustrate the project traffic volumes at the study intersections used in the peer review and the DEIR analysis. These graphics show the reduced project generated traffic volumes at the study intersections and streets such as Cortland Avenue.

Table 2
Recommended Home Depot Trip Generation Rates
(per 1,000 square feet)

	<u>Total</u>	<u>In</u>	<u>Out</u>
Weekday PM Peak Hour	4.26	2.09	2.17
Weekday Peak of Generator	5.33	2.93	2.40
Saturday Midday Peak Hour	6.39	3.39	3.00

Table 3
Comparison of Trip Generation Values

	<u>DEIR Traffic Study</u>			<u>Peer Review</u>		
	<u>Total</u>	<u>In</u>	<u>Out</u>	<u>Total</u>	<u>In</u>	<u>Out</u>
Weekday PM Peak Hour	848	409	439	652	320	332
(with 10 % pass-by)	N/A	N/A	N/A	587	288	299
Weekday Peak of Generator	1,060	551	509	816	449	367
(with 10 % pass-by)	N/A	N/A	N/A	734	404	330
Saturday Midday Peak Hour	1,268	657	611	978	519	459
(with 10% pass-by)	N/A	N/A	N/A	880	467	413

DEIR Significance Criteria

It is important to understand and correctly apply the criteria used in the DEIR for determining the significance of the traffic impacts associated with the proposed project. The significance criteria as described in the DEIR traffic study are provided below. Please note that a significance criterion is not provided in the DEIR for unsignalized intersections; therefore, it is assumed that the signalized criteria were also applied in the DEIR to unsignalized intersections.

- Freeway On-Ramps – The operational impact on the freeway on-ramps is considered significant when the project-related traffic causes the on-ramp/freeway junction level of service to deteriorate from LOS D or better to LOS E or F, or from LOS E to LOS F. In addition, the project would have a significant effect on the environment if it would contribute substantially to the ramp congestion already at unacceptable levels (over 5.0 percent contribution to the ramp volumes), such that the period of peak congestion would be substantially lengthened.
- Signalized Intersections – The operational impact on signalized intersections is considered significant when project-related traffic causes the intersection level of service to deteriorate from LOS D or better to LOS E or F, or from LOS E to LOS F. The project may result in significant adverse impacts at intersections that operate at LOS E or F under Existing Condition (baseline) depending upon the magnitude of the project's contribution to the worsening of the average delay per vehicle. In addition, the project would have a significant adverse effect if it would cause major traffic hazards or contribute considerable to cumulative traffic increases that would cause deterioration in levels of service to unacceptable levels.

Short Term Impacts (Existing + Project)

We concur with the DEIR Traffic Study finding that the project will not substantially change the existing operating conditions at the study locations for either the weekday or Saturday study periods. The study intersections and freeway ramp locations are illustrated in Figure 2. As shown in Tables 4 and 5, when 2000 HCM procedures are used, the project traffic does not cause the level of service at any of the study locations to deteriorate below LOS D. In fact, all operating conditions are at or below Level of Service D. Attached Figures 5 and 6 illustrate the "Existing + Project" traffic volumes at the study locations used in this review.

We also concur with the conclusion in the DEIR Traffic Study on page 4 – 3 that states: "minor changes to the on-ramp volumes (e.g., with the addition of the new vehicle trips generated by the Proposed project) would not result in substantial changes to the density, and correspondingly, the operating conditions of the study on-ramps."

It should be noted that all locations in this review, including the ramp junctions, are calculated to be operating at LOS D or better using the same EIR data values (i.e., final volume adjustments, saturation flows and signal timing parameters). This finding differs from the reported DEIR level of service at two of the study freeway on-ramps which were reported in the EIR to operate at LOS F: I - 280 WB ramp @ Alemany and the 101 NB ramp @ Bayshore/Cesar Chavez. The reason for the different level of service calculations is due to the capacity software used in the two studies. The DEIR study is based on the Traffix V7.0 software which utilizes a more conservative 1994 version of the Highway Capacity Manual (HCM). This review uses the most current version of the Highway Capacity Manual software package HCM2000 V4.1a. Briefly, the 1994 Highway Capacity Manual was updated in 1997 and 2000 resulting in differences in the reported level of service thresholds. The HCM corrections and updates are based on further research and studies funded by the National Cooperative Highway Research Program (NCHRP) and the Transit Cooperative Research Program. The Federal Highway Administration also contributed to the research efforts.

Table 4
Freeway Ramp Junction Level of Service
(2000 HCM Procedures)

Freeway Ramp Location	Weekday PM Peak Hour					Saturday Midday Peak Hour				
	Existing		Existing + Project			Existing		Existing + Project		
	Density	LOS	Density	LOS	Δ	Density	LOS	Density	LOS	Δ
A. 101 NB @ Alemany/Industrial	24.6	C	24.6	C	0.0	21.6	C	21.6	C	0.0
B. 101 NB @ Bayshore/Cesar Chavez	21.5	C	21.5	C	0.0	23.1	C	23.1	C	0.0
C. 101 SB @ Alemany/Industrial	23.6	C	23.6	C	0.0	23.5	C	23.5	C	0.0
D. 101 SB @ San Bruno	23.7	C	23.8	C	0.1	18.1	B	18.3	B	0.2
E. 280 WB @ Alemany	23.3	C	23.3	C	0.0	17.0	B	17.1	B	0.1

Table 5
Intersection Level of Service
(2000 HCM Procedures)

<u>Intersection</u>	<u>Weekday PM Peak Hour</u>					<u>Saturday Midday Peak Hour</u>				
	<u>Existing</u>		<u>Existing + Project</u>			<u>Existing</u>		<u>Existing + Project</u>		
<u>Signalized</u>	<u>Delay</u>	<u>LOS</u>	<u>Delay</u>	<u>LOS</u>	<u>Δ</u>	<u>Delay</u>	<u>LOS</u>	<u>Delay</u>	<u>LOS</u>	<u>Δ</u>
<u>Intersections:</u>										
1. Bayshore/Jerrold/ 101 NB Ramp	29.0	C	29.8	C	+ 0.8	31.7	C	32.5	C	+ 0.8
2. Bayshore/Oakdale	26.1	C	26.6	C	+ 0.5	18.7	B	20.1	C	+ 1.4
3. Bayshore/Cortland	17.6	B	36.6	D	+ 19.0	13.3	B	45.8	D	+ 32.5
4. Bayshore/Industrial	36.5	D	39.4	D	+ 2.9	28.7	C	30.7	C	+ 2.0
5. Bayshore/Silver	23.5	C	28.0	C	+ 4.5	16.5	B	17.1	B	+ 0.6
6. Alemany/Putman/ 101 SB Ramp	16.0	B	16.1	B	+ 0.1	24.8	C	25.7	C	+ 0.9
7. Alemany/San Bruno/101 NB Ramp	21.2	C	22.6	C	+ 1.4	21.0	C	25.7	C	+ 4.7
8. Alemany/Cut- Thru/101 NB Ramp	7.2	A	7.5	A	+ 0.3	5.2	A	6.0	A	+ 0.8
9. Industrial/Cut-Thru	7.9	A	8.1	A	+ 0.2	6.0	A	6.1	A	+ 0.1
10. Mission/Cortland	26.7	C	33.2	C	+ 6.5	16.3	B	40.3	D	+ 24.0
<u>Stop –Controlled Intersections:</u>										
11. Cortland/Andover	13.49	B	15.14	C	+ 1.65	12.2	B	14.56	B	+ 2.36
12. Cortland/Folsom	15.4	C	16.6	C	+ 1.2	13.9	B	16.3	C	+ 2.4
13. Oakdale/Loomis	23.9	C	25.89	D	+ 1.99	14.89	B	16.08	C	+1.19
14. Industrial/Loomis	25.0	C	30.5	D	+ 5.5	13.0	B	15.4	C	+ 2.4

* Delay - seconds



Long Term Cumulative Traffic Impacts

We disagree with the means used to assess the effect of the project traffic on the 2015 cumulative conditions. The project's percent contribution to the traffic delay increases should be the significance measurement test for determining the effects of the project-related traffic impact. The DEIR traffic study used percentage increases in the traffic volume at each location as a means to assess the effect of the project-generated traffic on 2015 cumulative conditions. However, not all traffic volume traveling through an intersection contributes to congestion, only that traffic flow in the critical directions (i.e., heaviest conflicting directional flows) will add to the congestion levels. Therefore, the non-critical project traffic volume should not add to the cumulative impacts.

We also believe the finding regarding the project traffic impacts to the existing freeway ramp conditions also applies to the 2015 freeway ramp conditions, i.e., "minor changes to the on-ramp volumes (e.g., with the addition of the new vehicle trips generated by the proposed project) would not result in substantial changes to the density, and correspondingly, the operating conditions of the study on-ramps." Table 6 shows the 2015 cumulative conditions for the freeway ramp locations. Table 7 shows that the project related traffic will not increase the density levels on the freeway ramp junctions at LOS F. Attached Figures 7 and 8 illustrate the "2015 Cumulative" traffic volumes at the study locations used in this review.

If you have any questions regarding this analysis, call me and I will be happy to go over our review with you.

Sincerely,


Jerry T. Overland

Attachments

Table 6
2015 Freeway Ramp Junction Level of Service
Cumulative Conditions
(2000 HCM Procedures)

<u>Freeway Ramp Location</u>	<u>Weekday</u>		<u>Saturday</u>	
	<u>Density</u>	<u>LOS</u>	<u>Density</u>	<u>LOS</u>
A. 101 NB @ Alemany/Industrial	27.3	F	23.7	C
B. 101 NB @ Bayshore/Cesar Chavez	22.6	F	24.5	F
C. 101 SB @ Alemany/Industrial	26.4	F	26.1	F
D. 101 SB @ San Bruno	26.5	F	20.2	C
E. 280 WB @ Alemany	24.9	F	18.5	B

Table 7
Freeway Ramp Junction Level of Service Impacts at LOS F Locations
(2000 HCM Procedures)

<u>Freeway Ramp Location</u>	<u>Weekday PM Peak Hour</u>					<u>Saturday Midday Peak Hour</u>				
	<u>2015 w/o Project</u>		<u>2015 + Project</u>		Δ	<u>Existing</u>		<u>Existing + Project</u>		Δ
	<u>Density</u>	<u>LOS</u>	<u>Density</u>	<u>LOS</u>		<u>Density</u>	<u>LOS</u>	<u>Density</u>	<u>LOS</u>	
A. 101 NB @ Alemany/Industrial	27.3	F	27.3	F	0.0	-	-	-	-	-
B. 101 NB @ Bayshore/Cesar Chavez	22.6	F	22.6	F	0.0	24.5	F	24.5	F	0.0
C. 101 SB @ Alemany/Industrial	26.4	F	26.4	F	0.0	26.1	F	26.1	F	0.0
D. 101 SB @ San Bruno	26.4	F	26.5	F	0.1	-	-	-	-	-
E. 280 WB @ Alemany	24.9	F	24.9	F	0.0	-	-	-	-	-

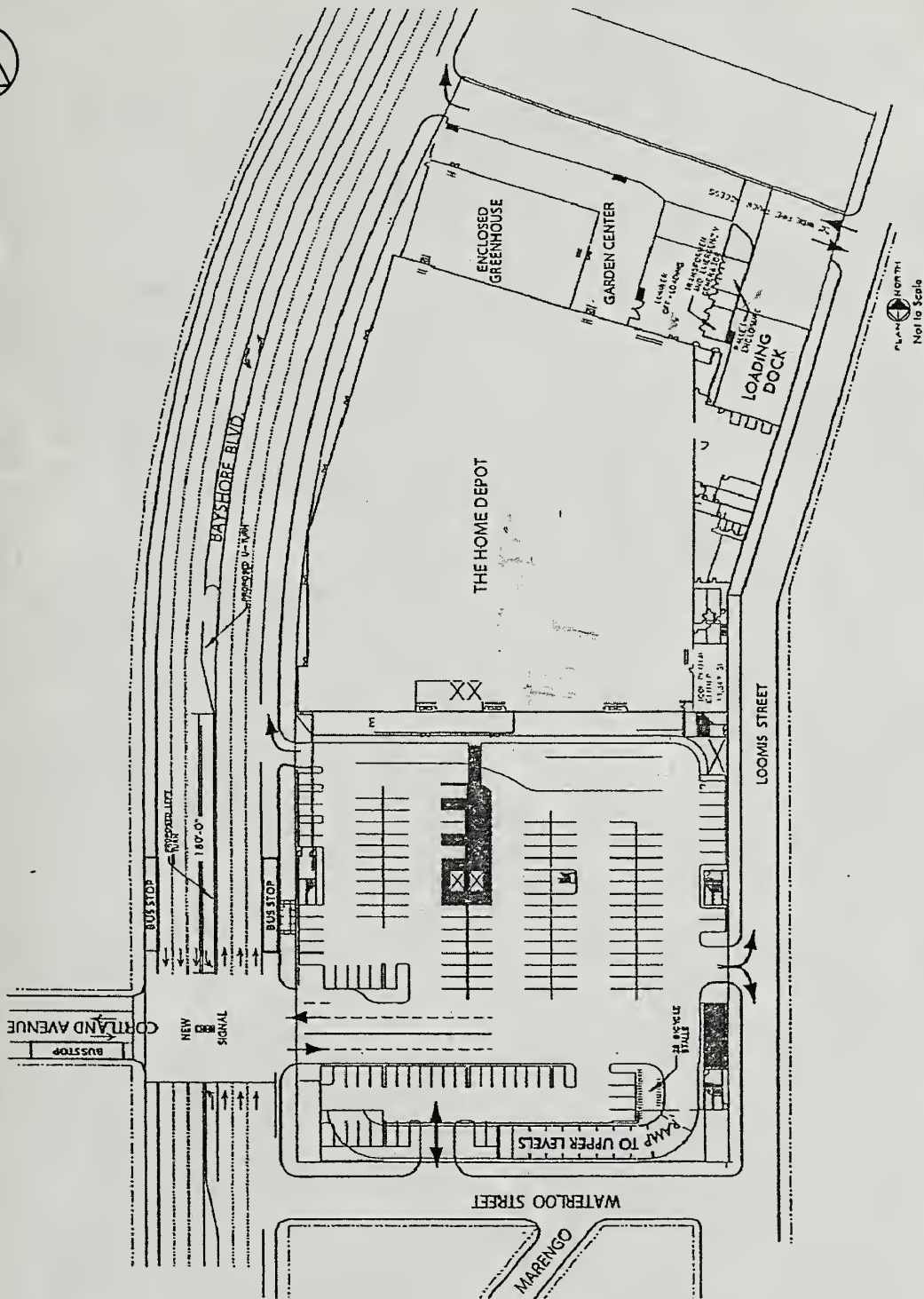


FIGURE 1

4/5/2003

SITE PLAN



Overland Traffic Consultants, Inc.

25876 The Old Road #307, Santa Clarita, CA 91381
(661) 799-8423 v, (661) 799-8456 f, OTCINC@attbi.com

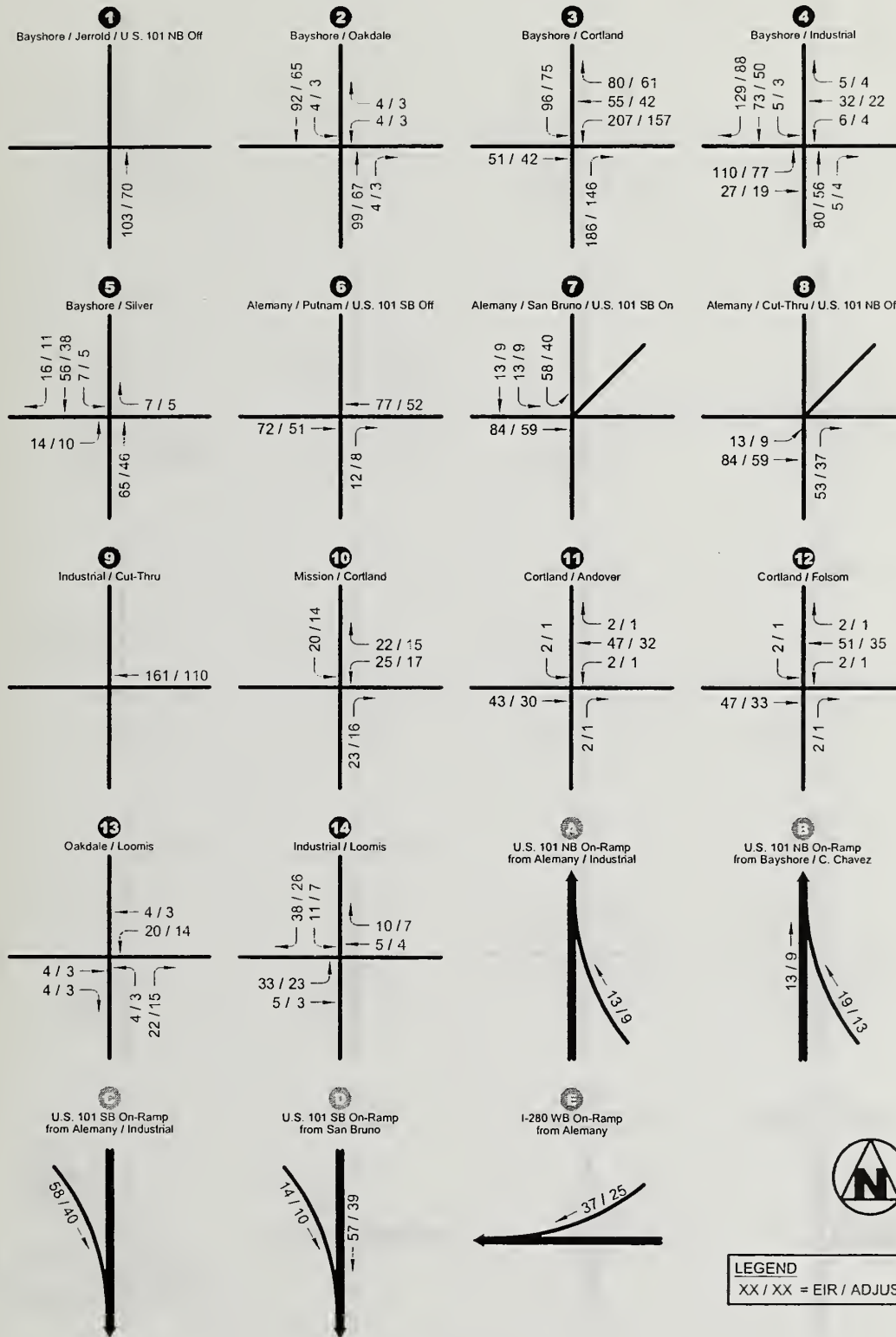


FIGURE 3

4/5/2003

COMPARISON OF PROJECT TRAFFIC VOLUMES
EIR vs. ADJUSTED
WEEKDAY PM PEAK HOUR

Overland Traffic Consultants, Inc.
25876 The Old Road #307, Santa Clara, CA 95051
(661)799-8423 v, (661)799-8456 f, OTCINC@attbi.com

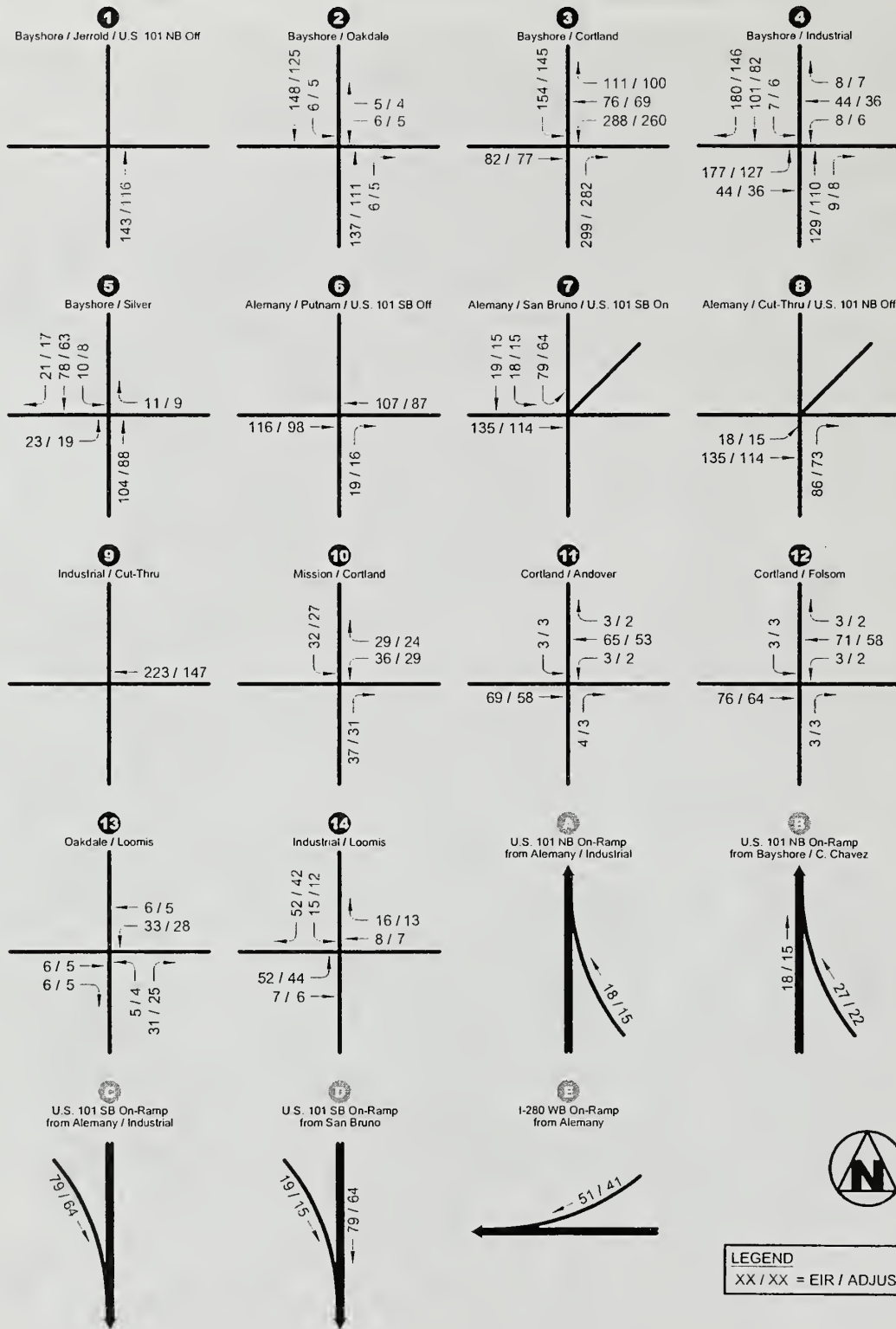


FIGURE 4

4/5/2003

COMPARISON OF PROJECT TRAFFIC VOLUMES
EIR vs. ADJUSTED
SATURDAY MIDDAY PEAK HOUR



Overland Traffic Consultants, Inc.

25876 The Old Road #307, Santa Clara, CA 95051
(661)799-8423 v, (661)799-8456 f, OTCINC@attbi.com

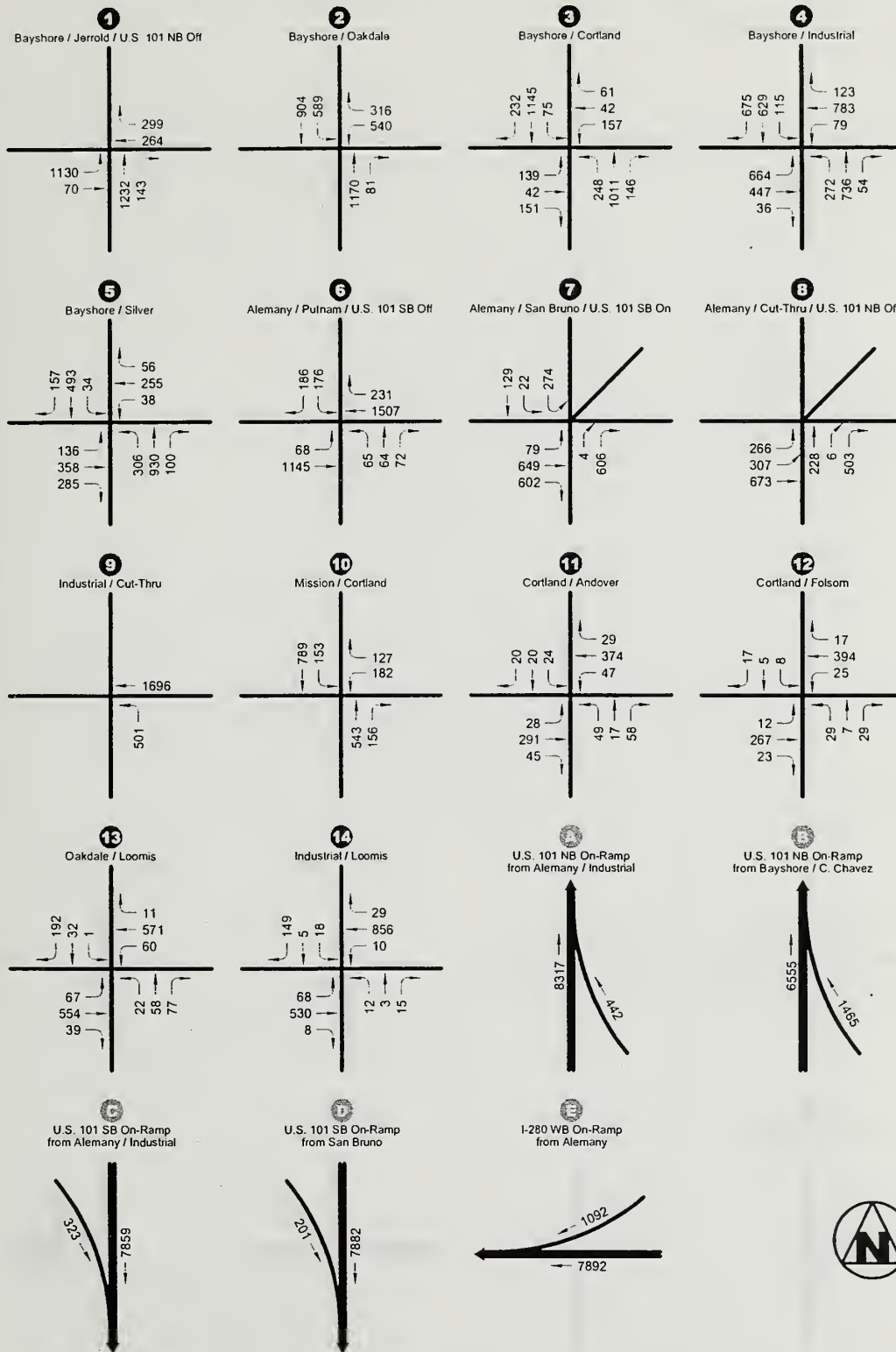


FIGURE 5

4/6/2003

EXISTING PLUS PROJECT
TRAFFIC VOLUMES
WEEKDAY PM PEAK HOUR



Overland Traffic Consultants, Inc.

25876 The Old Road #307, Santa Clarita, CA 91381
(661)799-8423 v, (661)799-8456 f, OTCINC@attbi.com

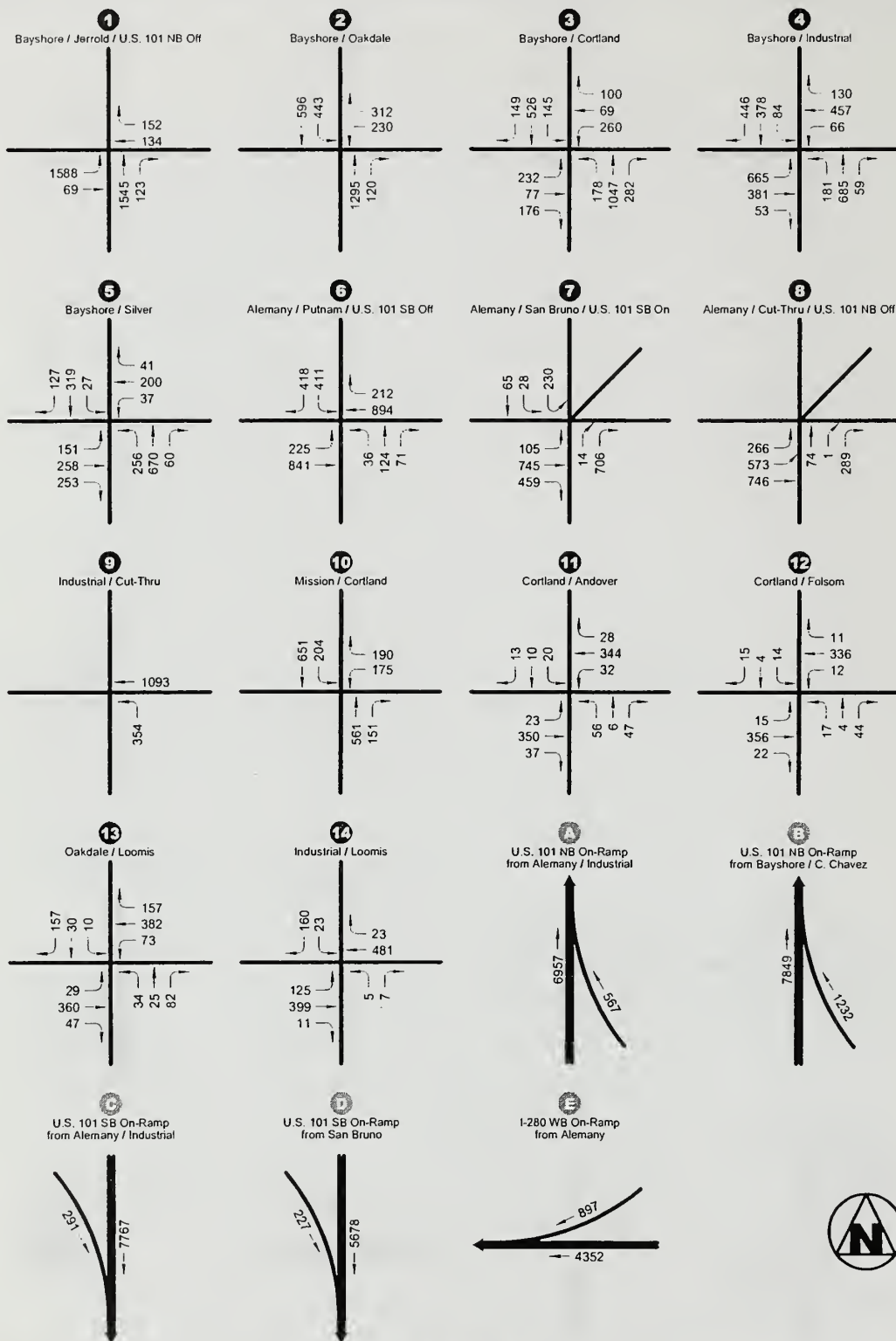


FIGURE 6

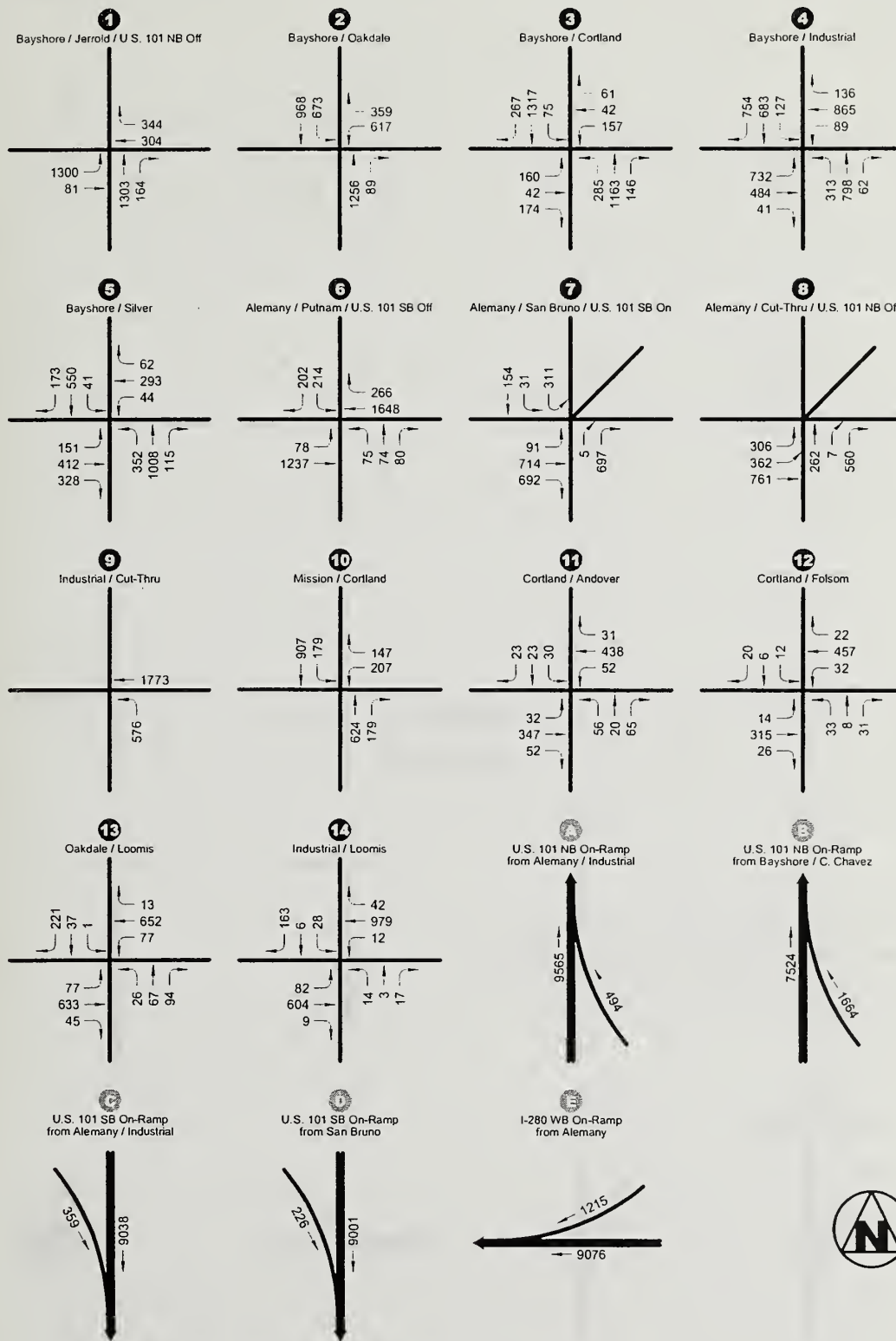
4/6/2003

**EXISTING PLUS PROJECT
TRAFFIC VOLUMES
SATURDAY MIDDAY PEAK HOUR**



Overland Traffic Consultants, Inc.

25876 The Old Road #307, Santa Clarita, CA 91381
(661)799-8423 v, (661)799-8456 f, OTCINC@attbi.com



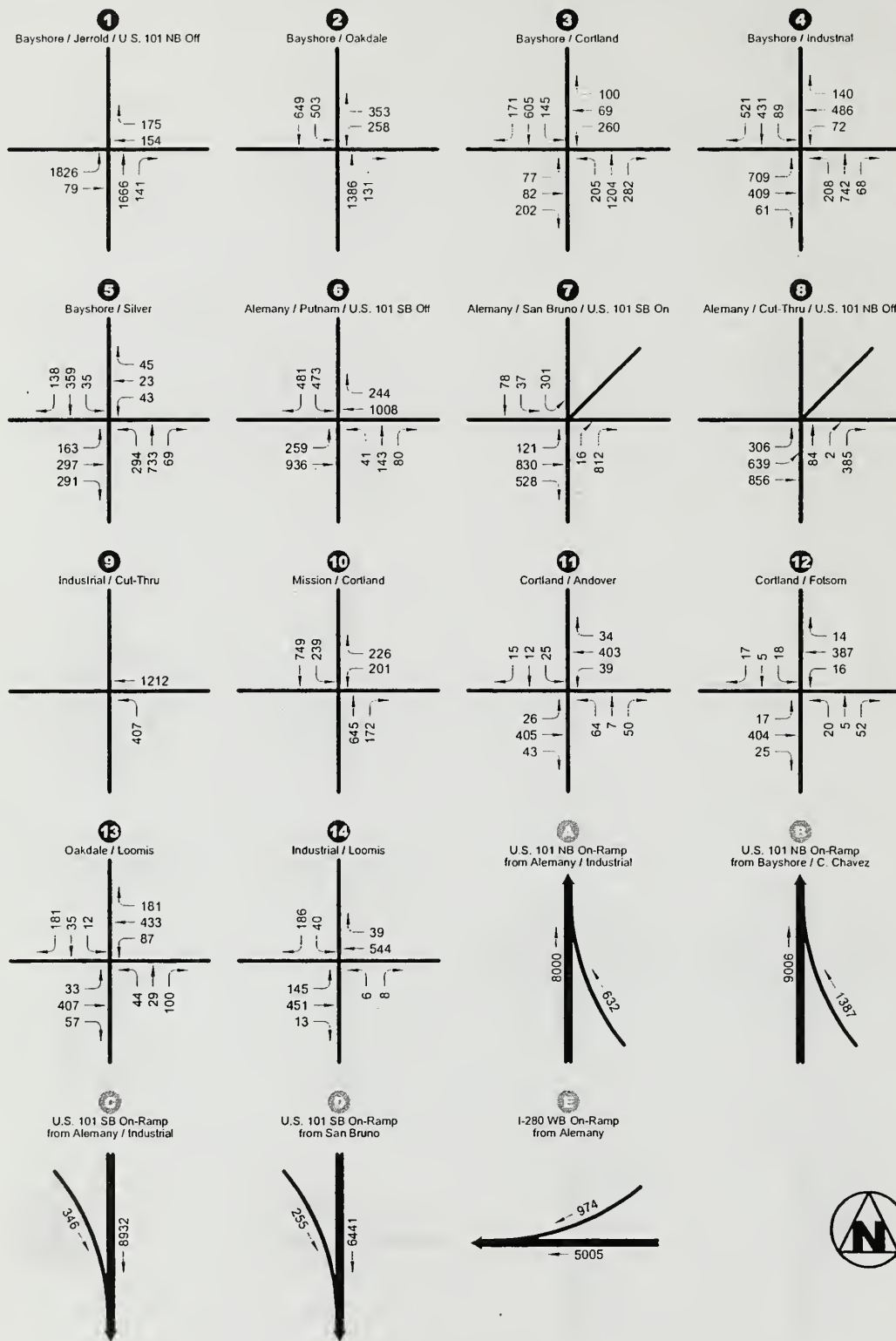


FIGURE 8

4/6/2003

**2015 CUMULATIVE
TRAFFIC VOLUMES
SATURDAY MIDDAY PEAK HOUR**



Overland Traffic Consultants, Inc.

25876 The Old Road #307, Santa Clarita, CA 91381
(661)799-8423 v, (661)799-8456 f, OTCINC@attbi.com

A. Shimko
Exhibit B

BASELINE

ENVIRONMENTAL CONSULTING

11 July 2003
Y3289

Anna Shimko
Cassidy Shimko and Dawson
20 California St. Suite 500
San Francisco, CA 94111

Subject: Limited Air Quality Analysis, Home Depot, 491 Bayshore Boulevard, San Francisco, California

Dear Ms. Shimko:

At your request, we have conducted a limited air quality analysis for the Home Depot project located at 491 Bayshore Boulevard in San Francisco, California. The purposes of the limited air quality analysis were to: 1) estimate regional reactive organic compound (ROG) emissions generated from additional vehicular traffic associated with the proposed project, based on Overland Traffic Consultant's (OTC) July 2003 Peer Review Home Depot Traffic Study; and 2) compare the estimated ROG emissions with those presented in the project DEIR.

The DEIR ROG emissions were based on the trip generation data from the DEIR traffic study. However, OTC's July 2003 traffic study indicated that the DEIR's trip generation data are unrealistic since the data are based on "worst case" assumptions, many of which cannot be supported. OTC's July 2003 study estimated a revised set of trip generation data using more project-specific assumptions (i.e., trip rates from existing Home Depot stores, trip rate adjustment to reflect larger than normal size of proposed Home Depot store).

Limited Air Quality Analysis

Similar to the DEIR, projected ROG emissions were estimated using the URBEMIS 2001 computer model developed by the California Air Resources Board as well as the following assumptions: pass-by trip correction 2005 analysis year (expected first year of operation), summer season (maximum ozone concentration conditions), temperature of 85 degrees Fahrenheit, speed of 25 miles per hour (mph), default fleet mix, default trip lengths for the Bay Area, and default variable starts. A trip generation rate of 52.05 trips per day was used in estimating the revised ROG emissions, as opposed to 67.66 trips per day used in the DEIR.

BASELINE

Anna Shimko

11 July 2003

Page 2

The revised trip generation rate was based on OTC's revised weekday PM peak hour trip rate and the weekday PM peak hour and weekday average daily rate published by the Institute of Transportation Engineers.¹ The ROG emissions presented in the DEIR were estimated to be 84.5 pounds per day.

Table 1: Projected Trip Generation Rates and Corresponding Project Regional ROG Emissions

Scenario	Trip Generation Rate (trips/1,000 sq. ft.)	ROG Emissions (lb/day)
Original Scenario (as presented in DEIR)	67.66	84.5
Revised Scenario (based on July 2003 Peer Review Traffic Study)	52.05*	77.9
BAAQMD Threshold	--	80.0

Notes: lb/day = pounds per day
trips/1000 sq. ft. = trips per 1,000 square feet
July 2003 Peer Review Traffic Study prepared by Overland Traffic Consultants, Inc.

* The trip generation rate under the revised scenario is based on information provided by Overland Traffic Consultants (2003). The daily trip rate was generated using the weekday PM peak hour trip rate estimated by Overland Traffic Consultants and the weekday PM peak hour and weekday average daily rate published by the Institute of Transportation Engineers.

The revised ROG emissions were estimated to be 77.9 pounds per day, based on OTC's updated trip generation data (Table 1; Attachment A). The revised ROG emissions are less than those presented in the DEIR. These revised emissions are also below the Bay Area Air Quality Management District's threshold level of 80 pounds per day. Therefore, increased vehicular traffic associated with the proposed project would not be considered to cause a significant impact on air quality.

¹ Overland Traffic Consultants, 2003, personal correspondence from Jerry T. Overland to Rhodora Del Rosario, 7 July; Overland Traffic Consultants, 2003, Peer Review Home Depot Traffic Study Located at 491 Bayshore Boulevard in the City of San Francisco, Prepared for Home Depot U.S.A., Inc., July.

BASELINE

Anna Shimko

11 July 2003

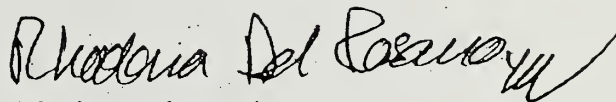
Page 3

Should you have any questions or need further information, please do not hesitate to contact us at your convenience.

Sincerely,



Yane Nordhav
Principal



Rhodora Del Rosario
Civil Engineer

YN:RPD:cr

Attachment

cc: Debbie Kartiganer, Cassidy Shimko & Dawson

ATTACHMENT A:

URBEMIS 2001 Output Detail Summary

URBEMIS 2001 For Windows 6.2.2

File Name: C:\Program Files\URBEMIS 2001 For Windows\Projects2k\RecalcHD.ur
 Project Name: Home Depot Revised Calculation
 Project Location: San Francisco Bay Area

DETAIL REPORT
 (Pounds/Day - Summer)

UNMITIGATED OPERATIONAL EMISSIONS

	ROG	NOx	CO	PM10	SO2
Discount club	77.89	53.28	684.60	28.22	0.42
TOTAL EMISSIONS (lbs/day)	77.89	53.28	684.60	28.22	0.42

Includes correction for passby trips.

Includes the following double counting adjustment for internal trips:

Residential trips: 0.00 % reduction. Nonresidential trips: 0.00 % reduction.

OPERATIONAL (Vehicle) EMISSION ESTIMATES

Analysis Year: 2005 Temperature (F): 85 Season: Summer

EMFAC Version: EMFAC2001 (10/2001)

Summary of Land Uses:

Unit Type	Trip Rate	Size	Total Trips
Discount club	52.02 trips / 1000 sq. ft.	153.10	7,964.26

Vehicle Assumptions:

Fleet Mix:

Vehicle Type	Percent Type	Non-Catalyst	Catalyst	Diesel
Light Auto	61.40	4.70	94.50	0.80
Light Truck < 3,750 lbs	9.30	11.00	88.90	0.10
Light Truck 3,751- 5,750	16.70	1.80	97.60	0.60
Med Truck 5,751- 8,500	7.20	12.50	79.20	8.30
Lite-Heavy 8,501-10,000	1.10	18.20	72.70	9.10
Lite-Heavy 10,001-14,000	0.30	0.00	66.70	33.30
Med-Heavy 14,001-33,000	1.10	9.10	27.30	63.60
Heavy-Heavy 33,001-60,000	0.70	0.00	0.00	100.00
Line Haul > 60,000 lbs	0.00	0.00	0.00	100.00
Urban Bus	0.00	0.00	0.00	100.00
Motorcycle	1.40	90.90	9.10	0.00
School Bus	0.10	0.00	0.00	100.00
Motor Home	0.70	0.00	100.00	0.00

Travel Conditions

	Residential			Commercial		
	Home- Work	Home- Shop	Home- Other	Commute	Non-Work	Customer
Urban Trip Length (miles)	11.8	4.6	6.1	11.8	5.0	5.0
Rural Trip Length (miles)	15.0	10.0	10.0	15.0	10.0	10.0
Trip Speeds (mph)	25.0	25.0	25.0	25.0	25.0	25.0
% of Trips - Residential	27.3	21.2	51.5			

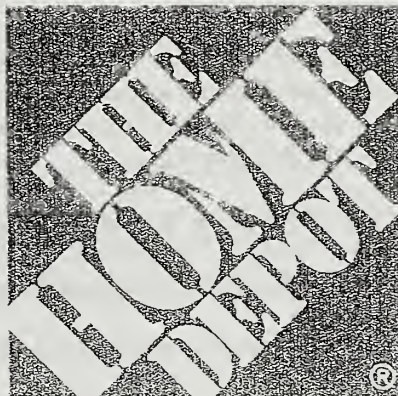
% of Trips - Commercial (by land use)
Discount club

2.0	1.0	97.0
-----	-----	------

A. Shimko
Exhibit C

SEDWAY GROUP

Real Estate and Urban Economics



**ECONOMIC IMPACTS OF
PROSPECTIVE SAN
FRANCISCO HOME DEPOT
STORE**

Prepared for:

THE HOME DEPOT

JANUARY 9, 2002

SEDWAY GROUP

Real Estate and Urban Economics

January 9, 2002

505 Montgomery Street
Suite 600
San Francisco, CA 94111-2552
T 415 781 8900
F 415 781 8118
sedway@sedway.com

Mr. Mike Abbate
The Home Depot
3800 West Chapman Avenue
Orange, CA 92868

Re: Economic Impacts of Prospective San Francisco Home Depot Store


Dear Mr. Abbate:

Sedway Group is pleased to present this report summarizing our economic impact findings for The Home Depot's planned San Francisco, California store. This analysis focuses on the project's prospective impacts on the City of San Francisco's retail climate, especially with regard to home improvement retailers in the Bayshore area.

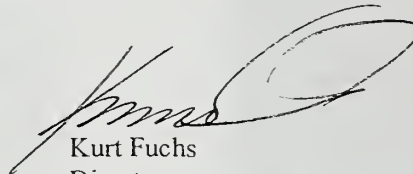
The Executive Summary of the report highlights key information and conclusions, fully documented in the body of the report. Please be aware that all of our analysis and conclusions are subject to the Assumptions and Limiting Conditions included at the end of this report.

It has been a pleasure working with you on this important assignment. Please do not hesitate to contact us should you have any questions.

Sincerely,



Amy L. Herman, AICP
Managing Director



Kurt Fuchs
Director

ALH/KF:skw

Enclosure

TABLE OF CONTENTS

I. EXECUTIVE SUMMARY.....	1
INTRODUCTION	1
LEAKAGE ANALYSIS	1
IMPACT ON BAYSHORE DISTRICT RETAILERS	3
SPIN-OFF EFFECTS	4
REPRESENTATIVE CASE STUDIES	5
CONCLUSION	5
II. INTRODUCTION	6
STUDY PURPOSE AND APPROACH	6
STUDY RESOURCES	6
III. LEAKAGE ANALYSIS	8
APPROACH	8
RELEVANT HOME IMPROVEMENT SALES CATEGORIES	8
LEAKAGE RESULTS	9
POTENTIAL MARKET AREA EFFECTS OF HOME DEPOT SALES	10
IV. BAYSHORE IMPACTS	12
BAYSHORE HOME IMPROVEMENT SALES	12
BAYSHORE RETAILER IMPACTS	12
V. SPIN-OFF EFFECTS	18
VI. REPRESENTATIVE CASE STUDIES	19
BACKGROUND	19
INDIVIDUAL CASE STUDY FINDINGS	19
TAXABLE SALES AND OUTLETS	22
SUMMARY CASE STUDY FINDINGS	23

ASSUMPTIONS AND GENERAL LIMITING CONDITIONS

APPENDIX: Exhibits

LIST OF EXHIBITS

- Exhibit 1: Bayshore Study Area Map**
- Exhibit 2: 1999 Retail Sales Leakage Analysis, San Francisco**
- Exhibit 3: 1999 Retail Sales Leakage Analysis, Home Improvement Categories**
- Exhibit 4: 1999 Retail Sales Leakage Analysis, Home Improvement Categories
San Francisco Compared with Bayshore Study Area**
- Exhibit 5: 1999 Retail Sales - Home Improvement Categories,
San Francisco Compared with Bayshore Study Area**
- Exhibit 6: 1999 Retail Sales - Home Improvement Categories,
San Francisco Compared with Bayshore Study Area**
- Exhibit 7: The Home Depot Bayshore Boulevard
Estimated Distribution of Total Sales Compared with Bayshore Study Area**
- Exhibit 8: Maximum Home Depot Impact on Bayshore Study Area Retailers**
- Exhibit 9: The Home Depot Bayshore Boulevard
Major Product Lines and Manufacturers**
- Exhibit 10: Summary of Major Home Improvement Retailers, Bayshore Study Area**
- Exhibit 11: Taxable Sales, Chico California**

I. EXECUTIVE SUMMARY

INTRODUCTION

The purpose of this study is to research the prospective economic impacts of a planned Home Depot store in San Francisco, California. The Home Depot seeks to develop an approximately 152,000-square-foot store at the site of the recently vacated Goodman's Lumber store on Bayshore Boulevard, in the Bayview-Hunters Point District of San Francisco. There is a relatively high concentration of home improvement-related retailers in the area, largely comprising numerous smaller specialized building materials retailers. The purpose of this study, therefore, is to provide an independent economic analysis demonstrating the likely impacts of the store on these and other existing retailers selling home improvement products in the Bayshore area.

To assess the planned Home Depot's prospective economic impacts on the City of San Francisco and Bayshore Area home improvement retailers, Sedway Group engaged in the following tasks:

- site and competitive store reconnaissance;
- a leakage analysis, indicating the extent to which the City of San Francisco currently attracts or leaks retail sales in categories relevant to Home Depot's sales;
- an analysis of area home improvement stores sales relative to the City of San Francisco;
- an assessment of the store's potential impact on Bayshore Area home improvement retailers;
- identification of product lines and manufacturers carried by Bayshore Area retailers;
- identification of prospective spin-off effects resulting from Home Depot's local presence; and
- case study analysis of three Northern California communities to probe issues regarding the local economic impacts following the opening of Home Depot stores.

Following is a summary of Sedway Group's task findings.

LEAKAGE ANALYSIS

Sedway Group operates a proprietary model that estimates retail spending potential by retail category for a market area based upon population, income, and consumer spending patterns. The model determines the extent to which a market area is or is not capturing this sales potential based upon published sales data. Retail categories in which spending is not fully captured are called "leakage" categories, while retail categories in which more sales are captured than are generated by residents are called "attraction" categories.

Home Depot's sales fall into three general categories corresponding with the reported sales data for counties. These categories, their sub-categories, assumed percentage of store sales, and estimated sales for the Bayshore store upon stabilization, are as follows:

Home Improvement Retail Category	Percent of Store Sales	Total Estimated Sales
Household and Home Furnishings	20%	\$13,750,000
Building Materials		
Lumber and Building Materials	25%	\$17,160,000
Hardware Stores	13%	\$ 9,050,000
Plumbing and Electrical Supplies	16%	\$11,280,000
Paint, Glass, and Wallpaper	10%	\$ 6,710,000
Sub-total	64%	\$44,200,000
Garden Supply Stores	17%	\$12,040,000
Total	100%	\$70,000,000

The leakage analysis, conducted for San Francisco as a whole, indicates that San Francisco has net leakage of home improvement sales, totaling \$32.2 million. However, this net leakage figure includes the City's substantial attraction in the household and home furnishings category of \$249.1 million, as illustrated below.

Home Improvement Retail Category	San Francisco Attraction/ (Leakage)
Household and Home Furnishings	\$249,100,000
Building Materials	(\$251,800,000)
Garden Supply Stores	(\$29,500,000)
Total Leakage	(\$32,200,000)

Hence San Francisco's strong attraction in the household and home furnishings category is masking the very substantial \$251.8 million leakage in the building materials group of retailers. This \$251.8 million building materials leakage compares to Home Depot's estimated building materials sales of \$44.2 million, leaving a net leakage in excess of \$200 million even after Home Depot achieves stabilized sales. San Francisco also leaks \$29.5 million in garden supply sales, more than half of which will still remain following Home Depot's development.

IMPACT ON BAYSHORE DISTRICT RETAILERS

Sedway Group conducted field work to identify the home improvement retailers in the Bayshore Study Area in order to assess the potential negative impacts of Home Depot on existing home improvement retailers. These Study Area retailers generally sell the following types of products carried by Home Depot: lumber; building materials; flooring; paint; tools; plumbing; electrical; garden supplies; kitchen and bath; and windows and doors. However, retailers in the area also sell many types of products not available at Home Depot, such as custom cabinets, custom wood windows and doors, hardwood lumber, historical architectural moulding, natural stone counter fabrication, metal work, tool service and sharpening, heavy equipment rental, and full kitchen and bath design services. Thus many of the retailers which carry more diverse product lines or lines not carried by Home Depot will likely not be significantly impacted.

Given existing sales leakage in San Francisco, Home Depot's projected sales by category, and Bayshore Study Area sales relative to all San Francisco sales, Sedway Group estimates that, as a worst case scenario, no more \$1.5 to \$4.1 million, or 1.3 to 3.6 percent of Bayshore Study Area home improvement sales, may be diverted from Bayshore Study Area retailers in the short-term. By home improvement retail category, the amount and percent of sales diverted from Study Area retailers are estimated as follows:

Retail Category	Maximum Short-term Sales Diverted from Study Area Retailers	
	Amount	Percent of Total Sales
Household and Home Furnishings	\$611,500	3.4%
Building Materials		
Lumber and Building Materials	\$ 0 - \$2,366,000	0% - 3.0%
Hardware Stores	\$ 0 - \$ 291,000	0 % - 3.0%
Plumbing and Electrical Supplies	\$ 395,400	7.4%
Paint, Glass, and Wallpaper	\$ 451,700	18.6%
Sub-total	\$847,100 - \$3,504,100	1.0% - 4.0%
Farm and Garden Supply Stores	\$0	0%
Total/Weighted Average	\$1,458,600 - \$4,115,600	1.3% - 3.6%

This 1.3 to 3.6 percent negative sales impact range is very low, and is estimated to comprise worst case estimates, such that the actual impact on Study Area retailers is likely to be much less, *if at all*. Moreover, these impacts are anticipated to be short-term, with full recovery anticipated within one year for most retailers, as retailers and consumers adapt to the changed retail landscape. Factors expected to lessen this impact include the following:

- San Francisco experiences strong retail leakage in many of the relevant retail sales categories, indicating that San Francisco residents spend their home improvement dollars throughout a large

area. Thus it is more likely that sales will be recaptured from outside San Francisco rather than diverted from existing retailers with strong, established market niches, as is the case with many Bayshore Study Area home improvement retailers. In addition, as retail options expand close to their homes, city residents may change their shopping patterns, increasing the share of their expenditures made locally, including among Bayshore Study Area retailers.

- Home Depot often stimulates home improvement expenditures, such that the entire pool of dollars spent on home improvement goods and services increases. If this occurs in San Francisco, then a portion of dollars potentially diverted from existing retailers may be replaced by the overall expansion of resident home improvement spending.
- Bayshore Study Area retailers have unique competitive advantages relative to Home Depot. These advantages include niche retailing, unique product lines, and a strong, personal service orientation. Many consumers are not the do-it-yourself type catered to by Home Depot. Instead, they engage in comparison shopping, seeking to maximize product options and personal service while seeking value pricing. Further, many of the specialized stores in the Study Area cater to contractors. Therefore, the many independent stores in the Bayshore Study Area, the rest of San Francisco, and beyond are well-positioned to serve these individuals.

Pursuant to these factors, Sedway Group believes that the \$1.5 to \$4.1 million estimate of total diverted sales substantially overstates the potential short-term negative impact on Bayshore Study Area retailers. Instead, the true impact is likely to be only a portion of this total, *if anything*, especially when considering the competitive product lines carried by the Study Area retailers compared to Home Depot.

In almost all product categories, Bayshore Study Area home improvement retailers provide a wider range of product lines than Home Depot. While there is some product line overlap between Home Depot and Study Area retailers, more options will generally be available to shoppers patronizing the Study Area home improvement retailers. Thus shoppers interested in a particular product line not represented at Home Depot will clearly prefer to shop at other stores.

Finally, to further reduce the potential negative impacts of Home Depot, any retail store that experiences competitive effects will likely respond by refocusing product lines, changing product mixes, or enhancing customer service. These are the typical responses engaged in by independent retailers experiencing the influx of big box retailers regardless of retail product.

SPIN-OFF EFFECTS

In addition to directly increasing the City of San Francisco's retail base, the planned Home Depot store has the potential to generate spin-off effects that will benefit the City of San Francisco, its residents, and its retailers. These spin-off effects will likely mitigate any negative economic impacts arising from Home Depot's planned San Francisco store, as follows:

- People who attend Home Depot's wide range of free home improvement classes and workshops develop ideas about home improvement projects but cross-shop at other home improvement stores, thereby spreading the increased retail expenditures resulting from this enhanced consumer confidence among other home improvement stores.

- Often the presence of a Home Depot store will spur increased market area demand for home improvement goods, with a consequent increase in total home improvement expenditures, benefiting many area home improvement retailers
- The leakage results indicate that the City of San Francisco experiences a great deal of building materials and home improvement leakage, despite the existing strengths of the Bayshore Study Area. The presence of a Home Depot store will help reinforce this area orientation. As a result, customers drawn to the area to patronize the Home Depot store will likely cross-shop elsewhere in the area for a range of other goods, increasing the sales volume of other local retailers. This is especially the case since the other area home improvement retailers have deeper product lines than Home Depot, versus the broader mix of goods available at Home Depot.

REPRESENTATIVE CASE STUDIES

Sedway Group conducted case study analyses of three Home Depot stores in Northern California. These stores are located in Chico, Napa, and Folsom. The Chico store opened in August 1998, while the Napa and Folsom stores opened within the last two years. Although these locations are more rural in nature than San Francisco, they were selected as case studies precisely because of their small size. If existing stores in a small community can thrive despite the introduction of a Home Depot store, then the prospects may be even that much greater for existing stores in a larger community, with more existing retail options for local shoppers.

The case studies were conducted to probe issues regarding the local economic impacts following the opening of a Home Depot store. The findings indicate that none of the case study cities experienced significant negative retailer impacts attributable to Home Depot's market presence. While not all the communities initially embraced Home Depot's market entrance, the results indicate that Home Depot helped reverse retail sales leakage, increased sales at complementary home improvement stores, and encouraged new home improvement store development to maximize cross-shopping synergies. If any negative impacts did occur, they were in the nature of product mix changes or refocusing and minimal decreases in store sales rather than any store closures. Thus the experience of the case study communities and their home improvement retailers generally appear positive and supportive of Home Depot development.

CONCLUSION

Sedway Group's findings indicate that, at worst, the Bayshore Study Area's existing home improvement retailers are likely to experience low levels of competition from Home Depot, especially if they continue to provide their wide range of existing products, which is more diverse than available at Home Depot. In addition, independent retailers often demonstrate their flexibility in responding to competitive threats by refocusing product lines, changing product mixes, or enhancing customer service. Sedway Group's retail experience indicates this approach is frequently adopted by retailers in communities comparable to San Francisco when new area Home Depot stores opened.

II. INTRODUCTION

STUDY PURPOSE AND APPROACH

The purpose of this study is to research the prospective economic impacts of a planned Home Depot store in San Francisco, California. The Home Depot seeks to develop an approximately 152,000-square-foot store at the site of the recently vacated Goodman's Lumber store on Bayshore Boulevard, in the Bayview-Hunters Point District of San Francisco (see Exhibit 1).

There is a relatively high concentration of home improvement-related retailers in the area, largely comprising numerous smaller specialized building materials retailers. The focus of this study, therefore, is to provide an independent economic analysis demonstrating the likely impacts of the store on these Bayshore Area retailers. For purposes of the study, a Bayshore District Study Area was defined, and is identified in Exhibit 1. This study area is bounded by Highway 101 to the west, 3rd Street to the east, and Cesar Chavez Street to the north.

To assess the planned Home Depot's prospective economic impacts on the City of San Francisco and Bayshore Area home improvement retailers, Sedway Group engaged in the following tasks:

- review of representative Home Depot store sales and major manufacturers by product category;
- site and competitive store reconnaissance, including identification of product lines carried by major area retailers;
- leakage analysis, indicating the extent to which the City of San Francisco currently attracts or leaks retail sales in categories relevant to Home Depot's sales;
- analysis of area home improvement stores sales relative to the City of San Francisco;
- assessment of the store's potential impact on Bayshore Area home improvement retailers;
- identification of prospective spin-off effects resulting from Home Depot's local presence; and
- case study analysis of three Northern California communities to probe issues regarding the local economic impacts following the opening of Home Depot stores.

Sedway Group's findings for these tasks are documented in this report. All exhibits referenced are inserted in the appendix at the end of the report.

STUDY RESOURCES

Sedway Group relied upon a variety of data sources in preparing this fiscal and economic assessment. Primary research techniques involved field research in San Francisco's Bayshore Area, including visits to existing home improvement retailers. In addition, Sedway Group performed detailed analysis of confidential Home Depot sales data by product line. Interviews were also conducted with city officials from other Northern California cities, including economic development and redevelopment directors.

Numerous secondary data sources were also relied upon. These included the following: Claritas on-line demographic resources; American Business Information; the State of California Board of

Equalization; The U.S. Department of Labor; and the City and County of San Francisco Office of the Controller.

III. LEAKAGE ANALYSIS

APPROACH

Sedway Group operates a proprietary model that estimates retail spending potential for a market area (usually a city, grouping of cities, or county) based upon population, income, and consumer spending patterns. The model then determines the extent to which a market area is or is not capturing this sales potential based upon data collected and published by the State of California Board of Equalization. In order to determine the anticipated pattern of retail spending for a market area, the model uses a benchmarked control area. For the purposes of this study, the market area is the City and County of San Francisco, while the control area is the nine-county San Francisco Bay Area.

Retail categories in which spending is not fully captured are called “leakage” categories, while retail categories in which more sales are captured than are generated by residents are called “attraction” categories. Generally, attraction categories typically signal particular strengths of a retail market, while leakage categories signal particular weaknesses.

RELEVANT HOME IMPROVEMENT SALES CATEGORIES

Detailed analysis of the Board of Equalization’s retail sales classifications indicate that Home Depot’s sales fall into three home improvement retail categories and associated sub-categories corresponding with the Board of Equalization’s reporting characteristics for counties. These categories include the following:

- Household and Home Furnishings
- Building Materials
- Garden Supply Stores

Sedway Group analyzed typical Home Depot store sales data to identify the percentage distribution of store sales among these categories. These percentages were derived from confidential sales data for Home Depot’s San Carlos store, a store deemed relatively representative of the prospective San Francisco store. Analysis conducted by Sedway Group on other Home Depot confidential store sales data indicate this distribution is relatively constant regardless of store location.

Sedway Group estimates stabilized Home Depot Bayshore store sales of \$70 million per year. This figure is based on sales estimates of approximately \$460 per square foot applied to the proposed 152,000-square-foot store. This sales per square foot figure was provided by Home Depot, and reviewed for reasonableness by Sedway Group. This figure exceeds Home Depot’s average annual sales volume, which is appropriate for a store located in a dense urban area.

Given the assumed stabilized sales of \$70 million for the prospective Home Depot store, Sedway Group’s analysis assumes that Home Depot’s San Francisco store sales will be distributed as follows:

Home Improvement Retail Category	Percent of Store Sales	Total Estimated Sales
Household and Home Furnishings	20%	\$13,750,000
Building Materials		
Lumber and Building Materials	25%	\$17,160,000
Hardware Stores	13%	\$ 9,050,000
Plumbing and Electrical Supplies	16%	\$11,280,000
Paint, Glass, and Wallpaper	10%	\$ 6,710,000
Sub-total	64%	\$44,200,000
Garden Supply Stores	17%	\$12,040,000
Total	100%	\$70,000,000

While Home Depot's actual sales will be reported by the State Board of Equalization in the Lumber and Building Materials sub-category, the impact of these sales is more appropriately analyzed relative to all the home improvement categories and sub-categories that include stores competitive with or complementary to Home Depot.

LEAKAGE RESULTS

Sedway Group's leakage analysis was conducted using 1999 sales data, adjusted by the consumer price index to reflect 2001 dollars. The 1999 data were used because they reflect the last full year for which retail sales data are available from the Board of Equalization. The San Francisco leakage analysis is documented in Exhibit 2. This exhibit presents all the retail categories and sub-categories for which the analysis can be conducted. However, the findings for the home improvement categories are summarized in Exhibit 3.

The overall leakage analysis presented in Exhibit 2 indicates that San Francisco as a whole is a net attractor of retail dollars. This is not surprising given the role of tourism in San Francisco's economy as well as San Francisco's high-end retail orientation and broad mix of retail. The largest attraction categories include eating and drinking, specialty retail, and apparel. The household and home furnishings category is also an attraction category, although to a lesser extent. This attraction most likely reflects the Showplace Square area of San Francisco and its concentration of furniture and design showrooms.

The results for all of the home improvement categories indicates that as a whole, San Francisco has net leakage of home improvement sales, totaling \$32.2 million (see Exhibit 3 and the text table below). This leakage figure is misleading given that it is a net figure, which obscures strong findings by category. These strong findings include the city's substantial attraction in the household and home furnishings category of \$249.1 million. In contrast, the city also has a very substantial \$251.8 million leakage in the building materials group of retailers. The largest share of this leakage is contributed by lumber and building materials sales. San Francisco is estimated to leak 44 percent of all estimated resident expenditures in this category. Thus, based on its population's retail needs, San Francisco

retailers are not satisfying demand for lumber and building materials, the sub-category most directly reflective of Home Depot's sales.

Home Improvement Retail Category	San Francisco Attraction/ (Leakage)
Household and Home Furnishings	\$249,100,000
Building Materials	(\$251,800,000)
Garden Supply Stores	(\$29,500,000)
Total Leakage	(\$32,200,000)

Further confounding the interpretation of the leakage results is the broad definition of the household and home furnishings category of goods. This category includes stores that sell goods similar to Home Depot, like flooring and kitchen/bath retailers, as well as stores that do not sell goods similar to Home Depot, such as furniture stores, interior decorators, antique stores, pottery and glassware, and other stores. Thus it is difficult to isolate the relative leakage or attraction in flooring and kitchen/bath sales through analysis of the entire household and home furnishings retail category.

POTENTIAL MARKET AREA EFFECTS OF HOME DEPOT SALES

The retail leakage results indicate that Home Depot's presence in San Francisco will significantly help reverse the loss of retail expenditures from San Francisco in key retail categories. As summarized in Exhibit 4, approximately \$44 million of Home Depot's estimated sales volume is projected to be in the building materials group, a category currently experiencing \$251.8 million in leakage to retailers outside San Francisco. Thus even with Home Depot's building materials sales, San Francisco's building materials leakage will still be quite high, at approximately \$208 million. This indicates significant unmet demand will persist in the building materials category even after Home Depot achieves sales stabilization. In like manner, there is approximately \$30 million in sales leakage throughout San Francisco in the garden supply category, of which about \$12 million is projected to be captured by the Bayshore Home Depot. This will leave a balance of \$18 million in unmet demand in this category.

Many of the sales captured by the Bayshore Home Depot store are likely to be diverted from other Home Depot stores, especially the nearest store in Colma. Analysis was conducted by a third party for The Home Depot regarding point-of-sale survey data for the Colma store. This analysis indicated that approximately \$40 million in Colma store sales originate from San Francisco residents. Sedway Group conservatively estimates that only half of these sales will be diverted to the proposed Bayshore store, or a total of \$20 million in sales. In other words, the Colma store will continue to capture half of San Francisco resident Home Depot spending. In this manner, only \$50 million of the projected Bayshore store sales are projected to be new to Home Depot. If the Bayshore Home Depot captures a greater share of the San Francisco resident sales currently diverted to the Colma store, or if the Bayshore store captures sales currently diverted to other nearby Home Depot locations (e.g., Emeryville, San Mateo, Marin), the "net new" sales figure would be further reduced.

Despite this projection of Home Depot sales “net new” to San Francisco, Sedway Group’s economic impact analysis conservatively examines the prospective impact of Home Depot’s total San Francisco store sales. This is appropriate given that the methodological approach is primarily rooted in comparing Home Depot’s projected sales to existing sales leakage. Thus any sales captured by stores outside San Francisco are already reflected in the existing leakage analysis.

IV. BAYSHORE IMPACTS

BAYSHORE HOME IMPROVEMENT SALES

Sedway Group obtained information from San Francisco's Office of the Controller regarding historic home improvement sales and the number of businesses in the Bayshore Study Area. A time series of data for 1997 through third quarter 2001 was provided, which Sedway Group converted to 2001 dollars based upon the consumer price index. The results, presented in Exhibit 5, indicate that the area steadily increased its sales from 1997 through 2000, culminating in \$114.2 million sales in 2000. This sustained increase is especially notable given the closure of Goodman's Lumber in mid-2000. The number of vendors also grew during this time period, increasing from 58 in 1997 to 75 in 2001.

The largest share of the Study Area's sales is contributed by lumber/building materials vendors. The 22 vendors in this category in 2000 represent about 30 percent of the businesses in the area, but account for almost 70 percent of sales. The next largest increment of area sales was in home furnishings, accounting for 16 percent of area home improvement sales. By percentage, the remaining sales were distributed as follows: hardware stores, 9 percent; plumbing/electrical supplies, 5 percent; and paint/glass/wallpaper, 2 percent.

Exhibit 6 presents information comparing Bayshore Study Area sales to citywide sales for the 1999 period, the last available year for citywide data. This exhibit indicates that the Bayshore Study Area captures 27 percent of citywide building materials group sales, though only accounts for 17 percent of the retail outlets in this category, indicating higher sales volume in the Bayshore Study Area compared to citywide retailers. This is a very substantial figure, especially when one considers the small size of this area relative to the entire City and County of San Francisco. The Bayshore Study Area's largest retail category, lumber and building materials, accounts for nearly half of the city's sales, yet the area is home to less than a third of the city's retailers in this category.

Clearly, there currently exists a high concentration of building materials as well as other home improvement retailers in the Bayshore Study Area. This relatively small area captures a disproportionately large share of the city's sales, which demonstrates the strength of this area as a home improvement niche market. The addition of Home Depot to this area will further strengthen this concentration, enhancing the area's ability to serve the home improvement needs of San Francisco.

BAYSHORE RETAILER IMPACTS

Sedway Group conducted field work in the Bayshore Study Area to gain a firsthand understanding of the types of home improvement retailers in the area and their product range. The purpose of this field work was to develop an understanding of the existing strengths of the area and the extent to which the retailers might be negatively impacted by Home Depot's operation in the area. In addition, Sedway Group conducted quantitative analysis to estimate the maximum impact Home Depot might have on area retailers relative to sales diverted from these retailers to Home Depot.

Level of Competition with Bayshore Retailers

Competitive Product Categories. Bayshore Study Area retailers generally sell products in the same categories as Home Depot (see Exhibit 7). While the distribution of sales is different, with the Study Area much more skewed toward lumber and building materials than Home Depot, most of the major categories of products sold by Home Depot are represented in the Study Area. The exception is the sale of garden supplies, for which Study Area information is not available due to disclosure issues, due to the presence of only one retail nursery.

Despite the category sales overlap between Bayshore Study Area home improvement retailers and Home Depot, Sedway Group believes Home Depot's sales impacts on any one Study Area retailer are likely to be minimal, on average. This is especially the case since any sales captured by Home Depot that represent diverted existing sales rather than net new expenditures will most likely be spread across retailers throughout San Francisco and beyond, not just Study Area retailers. In addition, the Study Area's retailers sell a wide range of products, many of which are more highly specialized than available at Home Depot.

Maximum Negative Sales Impact. Figures presented in Exhibit 8 document the maximum extent to which Sedway Group estimates existing Bayshore Study Area home improvement retailers could be negatively impacted by the Bayshore Home Depot store. This exhibit indicates the following:

- the amount of existing San Francisco attraction or leakage by sales category;
- Home Depot's projected sales by category;
- the maximum amount of Home Depot's sales likely to impact San Francisco retailers after netting out any existing leakage by retail category;
- total Bayshore Study Area sales by category and as a percent of all San Francisco sales; and
- Sedway Group's maximum projection of the amount and percent of sales diverted from Bayshore Study Area retailers.

The purpose of the approach documented in Exhibit 8 is to project analytically the degree to which Home Depot's sales will absorb existing San Francisco leakage. Conversely, if there is existing attraction, or leakage less than Home Depot's projected sales, then how much of Home Depot's sales at worst might be diverted away from existing Bayshore Study Area retailers. The latter is projected based on the percentage of total city sales captured by the Bayshore Study Area retailers.

For example, Exhibit 8 indicates that San Francisco already experiences net attraction in Household and Home Furnishings. Thus Home Depot's projected sales of \$13,750,000 will comprise additional attraction. If these sales are diverted from all San Francisco household and home furnishings retailers proportionally, then 4.0 percent of these sales will be diverted from Bayshore Study Area retailers. This comprises \$611,500, equivalent to 3.4 percent of existing Bayshore Study Area sales in this category.

In contrast, in the two categories where Home Depot's sales are substantially less than existing leakage, i.e., Lumber and Building Materials and Hardware Stores, the analytic approach suggests at best that there will be no negative impact on Bayshore Study Area retailers in these categories. However, given the proximity of numerous retailers in these categories to the proposed store, Sedway Group tempered the analysis by estimating an upper limit, or maximum impact, equivalent to 3.0 percent of existing Bayshore Study Area sales. This figure is based on analysis of existing Bayshore

Study Area sales as a percent of projected San Francisco resident spending, and recognizes the fact that there may be interim impacts on under performing stores. However, these impacts are anticipated to be short-term, with most retailers recovering within one year, or two years at the most for the more marginal operations. The duration of these short-term impacts are estimated based on case study research documented in Chapter VI of this report, as well as Sedway Group's experience conducting big box retailer research in other California communities.

The aggregate results in Exhibit 8 indicate that no more than \$1.5 to \$4.1 million, or 1.3 to 3.6 percent of Bayshore Study Area home improvement sales, may be diverted from Bayshore Study Area retailers. By home improvement retail category, the amount and percent of sales diverted from Study Area retailers are estimated as follows:

Retail Category	Maximum Short-term Sales Diverted from Study Area Retailers	
	Amount	Percent of Total Sales
Household and Home Furnishings	\$611,500	3.4%
Building Materials		
Lumber and Building Materials	\$ 0 - \$2,366,000	0% - 3.0%
Hardware Stores	\$ 0 - \$ 291,000	0 % - 3.0%
Plumbing and Electrical Supplies	\$ 395,400	7.4%
Paint, Glass, and Wallpaper	\$ 451,700	18.6%
Sub-total	\$847,100 - \$3,504,100	1.0% - 4.0%
Farm and Garden Supply Stores	\$0	0%
Total/Weighted Average	\$1,458,600 - \$4,115,600	1.3% - 3.6%

This 1.3 to 3.6 percent negative sales impact range is very low. As mentioned above, these impacts are anticipated to be short-term, with full recovery anticipated within one year for most retailers, as retailers and consumers adapt to the changed retail landscape. Sedway Group further believes several mitigating factors, presented below, will substantially reduce this figure.

Mitigating Factors. Sedway Group considers the maximum negative sales impact figures to comprise worst case estimates, such that the actual impact on Study Area retailers is likely to be much less, *if at all*. Three major factors that will likely result in lower impacts include the following:

- The analyses indicate that San Francisco experiences strong retail leakage in many of the relevant retail sales categories. This indicates that San Francisco residents spend their home improvement dollars throughout a large area. Thus it is more likely that sales will be recaptured from outside San Francisco rather than diverted from existing retailers with strong, established market niches, as is the case with many Bayshore Study Area home improvement retailers. In addition, as retail options expand close to their homes, city residents may change their shopping patterns, increasing the share of their expenditures made locally, including among Bayshore Study Area retailers.

- In many communities, the presence of a Home Depot acts as a stimulus for home improvement expenditures, encouraging homeowners to increase their overall expenditures on home improvement goods and services. As a result, the entire pool of dollars spent on home improvement goods and services increases, with benefits felt by many San Francisco businesses, not just Home Depot. Therefore it is likely that a portion of the dollars potentially diverted from existing Bayshore Study Area home improvement retailers may be replaced by the overall expansion of home improvement spending in the city.
- Bayshore Study Area retailers have their own unique competitive advantages relative to Home Depot. These advantages include niche retailing, unique product lines, and a strong, personal service orientation. Not all consumers are the do-it-yourselfers catered to by Home Depot. Instead, many people seriously engage in comparison shopping, seeking to maximize product options and personal service while minimizing price. Further, many of the specialized stores in the Study Area cater to contractors. Therefore, the many independent stores in the Study Area, as well as the rest of San Francisco and beyond, are well-positioned to serve these individuals.

It is not possible to estimate the extent to which these factors will reduce the negative impacts of Home Depot on Bayshore Study Area retailers. However, Sedway Group believes that the \$1.5 to \$4.1 million estimate of total diverted sales substantially overstates the potential negative impact on Study Area retailers. Instead, the true short-term impact is likely to be only a portion of this total, *if any*, especially when one takes into consideration the competitive product lines carried by the Bayshore Study Area retailers compared to Home Depot, as documented below.

Competitive Product Lines

Exhibit 9 provides detailed information on major product lines by category sold at Home Depot and major manufacturers by product line. Exhibit 10 presents parallel product information for the Bayshore Study Area's retailers, which indicates that Study Area home improvement retailers provide a wider range of product lines than Home Depot in almost all product categories.¹

There are several categories in which Home Depot may have a competitive influence on Study Area retailers, including lumber, building materials and tools, flooring, paint, plumbing and electrical, garden supplies, kitchen and bath, and doors and windows, as indicated in Exhibit 10. However, there will likely be minimal impact on most of these retailers due to the competitive advantage these retailers have through offering deeper product lines, specialized service, contractor service orientation, convenience, and product differentiation.

Lumber, Building Materials, and Tools

More than half the retailers in the Lumber, Building Materials, and Tools category are highly specialized, offering only roofing supplies, plaster, or masonry materials. These smaller retailers primarily cater to the trades and offer deep product lines, convenient access, and specialized service. Within this category is Beronio Lumber, a large, well-run drive-in lumber yard and building materials supplier geared primarily toward contractors. This retailer will share some of the same product lines as Home Depot, including dimensional lumber, building hardware, limited tools, wood flooring, and windows and doors. However, Beronio offers a much deeper product line in virtually all categories,

¹ The total number of retailers in Exhibit 10 of 94 contrasts with the 75 in Exhibit 5 because several of the categories in Exhibit 10 include those businesses that may be classified as wholesaler or contractor and are thus excluded from the sales tax data included in Exhibit 5.

offers drive-in convenience, competitive pricing, and product differentiation. For example, where Home Depot typically offers only redwood decking in various grades, Beronio carries redwood, western red cedar, Alaskan yellow cedar, Ipe, and mahogany, in various grades and dimensions. Beronio also carries items not stocked or stocked in limited supply at Home Depot, including many moulding profiles, the ability to custom match moulding in its on-site mill, wood siding in several styles and profiles, hardwood flooring in many species, and hardwood lumber and plywood in several species and grades. Thus, it is likely that these retailers will be minimally impacted by the proposed Home Depot.

However, within this category, there are some smaller stores that, upon Sedway Group's site tour, appeared to have limited product lines and marginal customer service. These retailers will likely need to respond by refocusing product lines, changing product mixes, or enhancing customer service. Finally, the one traditional smaller local serving hardware store in the area is located relatively far from the proposed store on the eastern edge of the Study Area. This store will likely compete with Home Depot, but will be able to maintain its competitive edge by offering a high level of knowledgeable service and convenience to its patrons.

Flooring and Floor Coverings

Other products likely to compete with Home Depot are in the flooring and floor coverings category. About a third of the Study Area retailers in this category may be impacted to a greater degree because they appeared to be marginal operations in substandard buildings with limited product lines. In contrast, several of the larger flooring retailers appeared to be thriving operations with much deeper product lines and greater variety compared with Home Depot.

Paint, Plumbing, and Electrical

In the paint category, the two retailers will likely be minimally impacted because both specialize in sales to contractors, whereas Home Depot sells virtually all its paint to homeowners. Similarly, the plumbing and electrical suppliers in the Study Area are geared toward the trades, with one selling wholesale only, and will thus likely not be impacted by the proposed Home Depot.

Garden Supply

Four of the five garden supply retailers are wholesale operations and do not sell to the public and are thus not considered to compete with Home Depot. The one retail nursery in the area is directly across the street from the proposed Home Depot, and thus may be impacted. However, this stand alone nursery offers the advantage of more convenient access.

Kitchen and Bath Design Showrooms

There is a relatively high concentration of kitchen and bath design showrooms in the area. With the exception of one, all offer a much greater variety of cabinets, countertops, fixtures, and complete design services, compared with Home Depot. An example of the product line depth is illustrated by one of the larger of these retailers, Floorcraft. On Sedway Group's site visit, about 20 types of pedestal sinks were on display in the showroom, compared to only a few available at a typical Home Depot. This retailer, similar to the others, also offers many more manufacturers than Home Depot. Finally, this is the only retailer identified in the Study Area selling major appliances. Although there was some crossover with Home Depot in two of the manufacturers (GE and Maytag), this retailer also offers high-end manufacturers including Wolf, Viking, DCS, Asko, and Sub-Zero. Thus, it is likely that most

of these retailers will not be impacted significantly by the presence of the proposed Bayshore Home Depot. One smaller stock kitchen cabinet retailer may be impacted by the proposed store because it offers the same product line as Home Depot, and appeared to be a marginal operation.

Window and Door

Finally, the last category with potential competitive influence is in the window and door category. However, similar to the other categories discussed above, the competitive impact will likely be isolated to only one or two retailers with similar product offerings, which appeared to be marginal operations. Most of the retailers in this category offer a wider range of manufacturers, custom fabrication, and installation. Included in this category are several garage and shower door manufacturers, retailers, and installers, which will likely not compete directly with Home Depot due to the specialized nature of these businesses.

No Direct Competition

More than half of the Study Area businesses identified and summarized in Exhibit 10 will not compete directly with Home Depot due to the fact that Home Depot does not carry the products offered by these area retailers or offers an extremely limited variety. These retail categories include hardwood lumber, hardwood plywood, custom moulding, natural and cultured stone fabrication, concrete countertop fabrication, custom cabinets, metalwork, glass supplies, tool service and sharpening, and heavy equipment rental.

Summary

In conclusion, while there is some product line overlap between Home Depot and Study Area retailers, more options will generally be available to shoppers patronizing the Study Area home improvement retailers. This is likely to be the case among other retailers in San Francisco and nearby retail markets as well. Thus shoppers interested in a particular product line not represented at Home Depot will clearly prefer to shop at other stores, including, but limited to the Study Area's home improvement retailers. In this manner, these stores have a competitive advantage over Home Depot.

In addition to already providing a wider range of home improvement products than Home Depot, Sedway Group believes that any retail store that experiences competitive effects related to Home Depot will likely respond by refocusing product lines, changing product mixes, or enhancing customer service. Based on Sedway Group's knowledge of the retail industry, these appear to be typical responses engaged in by independent retailers experiencing the influx of big box retailers regardless of retail product.

Summary of Findings

Sedway Group's findings indicate that, at worst, the Bayshore Study Area's existing home improvement retailers are likely to experience low levels of competition from Home Depot, especially if they continue to provide their wide range of existing products, which is more diverse than available at Home Depot. In addition, independent retailers often demonstrate their flexibility in responding to competitive threats by refocusing product lines, changing product mixes, or enhancing customer service. Sedway Group's retail experience indicates this approach is frequently adopted by retailers in communities comparable to San Francisco when new area Home Depot stores opened.

V. SPIN-OFF EFFECTS

In addition to directly increasing the City of San Francisco's retail base, the planned Home Depot store has the potential to generate spin-off effects that will benefit the City of San Francisco, its residents, and its retailers. These spin-off effects will likely mitigate any negative economic impacts arising from the planned Home Depot store.

These spin-off effects are partly attributable to Home Depot's provision of free home improvement classes and workshops. These learning opportunities are available to the general public, regardless of where attendees choose to spend their home improvement dollars. Home Depot is widely recognized as a strong resource for enhancing or gaining home improvement knowledge and skills, for both experienced do-it-yourselfers and people who simply want to become more familiar with home improvement techniques. Class and workshop attendees subsequently develop ideas about home improvement projects but do not necessarily purchase all the necessary supplies or services from Home Depot. Instead, they likely cross-shop at other home improvement stores to purchase the materials or level of service that best meet their needs. Thus while Home Depot provides the necessary training, other area home improvement stores will share in the increased retail expenditures resulting from this enhanced consumer confidence in do-it-yourself home improvement.

Similarly, often just the presence of a Home Depot, regardless of class or workshop attendance, will spur increased demand for home improvement goods in general throughout a market area. As people become more sensitized to the availability of home improvement goods and services, total home improvement expenditures increase, with many area home improvement retailers benefiting.

Finally, the leakage results indicate that the City of San Francisco experiences a great deal building materials and home improvement leakage, despite the existing strengths of the Bayshore Study Area. The presence of a Home Depot store in the Study Area will help reinforce this area orientation, building the area's critical mass of home improvement retailers. As a result, customers drawn to the area to patronize the Home Depot store will likely cross-shop elsewhere in the area for a range of other goods, increasing the sales volume of other local retailers. This is especially the case since the other area home improvement retailers have deeper product lines than Home Depot, versus the broader mix of goods available at Home Depot.

VI. REPRESENTATIVE CASE STUDIES

BACKGROUND

Sedway Group conducted case study analyses of three Home Depot stores in Northern California. These stores are located in Chico, Napa, and Folsom. The Chico store opened in August 1998, while the Napa and Folsom stores opened within the last two years. Although these locations are more rural in nature than San Francisco, they were selected as case studies precisely because of their small size. If existing stores in a small community can thrive despite the introduction of a Home Depot store, then the prospects may be even that much greater for existing stores in a larger community, with more existing retail options for local shoppers.

Thus the purpose of the case study research is to probe issues regarding the local economic impacts, both short and long term, following the opening of Home Depot stores. The purpose of the case studies was to document, to the extent possible, the impact development of the store had on other local home improvement stores. The queries involved the following topics:

- Community concern prior to the opening of the Home Depot store;
- Negative economic impacts since the opening of the Home Depot store;
- Additional business development as a result of Home Depot's presence;
- Shopping districts that may have been hurt or helped by Home Depot's presence; and
- Retailer's perspectives given the recent downward swing in the economy.

To complete the case studies Sedway Group interviewed local economic development, redevelopment, and city officials. The interviews were conducted over the telephone, and all individuals were asked the same set of questions.

Additionally, the qualitative case study research was complemented by a historical trend analysis of local home furnishings/appliances and building materials sales for the more mature store Chico. The primary purpose of this research was to determine the extent to which other home furnishings/appliances and building materials stores were impacted following Home Depot's entrance to the market.

INDIVIDUAL CASE STUDY FINDINGS

Community Concern

Based upon the interviews, it appears there was little concern over the establishment of Home Depot in the case study communities. Generally, responses to the opening of a Home Depot store were positive. A few smaller retailers did express concern over the loss of potential revenue. Napa was the only city that experienced strong opposition to its planned Home Depot store. The city allayed these fears by conducting a fiscal impact analysis, which indicated that Home Depot was not projected to negatively impact existing businesses.

By case study community, the concerns expressed by residents and retailers were as follows:

- There was no concern in Chico regarding the opening of The Home Depot store per se. There was concern over the presence of big box retailers prior to Home Depot's opening. Home Depot was the last of the big box retailers to open a store in Chico. By the time Home Depot was presented as a project, the public was already familiar with the approval process and accustomed to the presence of big box retailers in the city. Some smaller retailers showed initial concern over the loss of future business. According to a Chico official, the project did not present a political risk for the city, which chose to move forward with the project.
- The community of Napa initially exhibited strong concern over the opening of Home Depot. The community, as well as local retailers, expressed concern that Home Depot would significantly impact sales of smaller lumber companies and building materials retailers in the area. Prior to approving the development of Home Depot, the city performed a fiscal impact analysis. The city found there was a substantial leakage of home improvement retail sales in the Napa market area, and that no negative impacts were projected for existing businesses.
- Folsom did not encounter any concern from the community or opposition from local retailers. All feedback that the city received prior to the approval of the project was positive.

Negative Economic Impacts

The negative economic impacts associated with the opening of a Home Depot store in each of the case study cities has either been minimal or non-existent. Chico and Folsom identified some downturn, but city officials were unable to attribute the situation to the presence of Home Depot. Napa could not identify any negative impacts as a result of Home Depot's presence.

- In Chico, a Home Base store closed after Home Depot. However, Chico officials understand this was a company-wide decision by Home Base based on poor sales performances of their other stores. Home Base converted their stores to House2Home and refocused their products from home improvement to decorating. While some smaller hardware stores were impacted by decreases in sales, they did not go out of business. Further, Chico officials could not identify any business that closed as a result of Home Depot's presence.
- Napa could not identify any negative economic impacts as a result of Home Depot's presence. It was reported that no business related to home improvement closed because of Home Depot's entrance into this market.
- There was minimal negative economic impact in Folsom after Home Depot opened. A small independent hardware store went out of business shortly before Home Depot opened. A lumberyard that was in business changed the mix of its products and expanded its hardware line after Home Depot opened. A Folsom official didn't associate these changes with Home Depot, but rather suggested they were likely the result of poor management.

Additional Business Development

The case study findings were positive regarding the development of additional businesses as a complement to Home Depot. Although Napa did not experience development of additional businesses, the presence of the Home Depot store raised customer awareness of other home improvement stores in the area and helped to increase sales for these stores.

- A Chico official stated that Home Depot directly impacted Lowes' decision to locate to the shopping center where Home Depot is located. In addition, Orchard Supply Hardware recently purchased land in Chico for a new store.
- Napa felt only positive impacts from Home Depot's presence. The store helped to stop the leakage of retail sales. According to a Napa official, the presence of the store also highlighted the availability of home improvement supply stores throughout the city. Larger home improvement and lumber supply stores, such Orchard Supply and Ace Hardware, increased sales after The Home Depot Store opened.
- Folsom is a growing community. Home Depot has proven to benefit the city by helping to fulfill growth-related needs. Nurseries are doing well, and a Folsom official indicated that a few nurseries refer customers to Home Depot for select garden products. One nursery is contemplating opening an additional nursery near Home Depot because of anticipated synergy with Home Depot. The building materials industry is also doing well in part because of the housing boom Folsom is currently experiencing. The Broadstone Center, where Home Depot is located, has benefited as well, with the development of restaurants and other stores, including a Lowes and a new patio furniture store located next to Home Depot. In addition, a new Orchard Supply Hardware store was developed across from Lowes, again occurring after Home Depot opened in Folsom.

Impact On Other Shopping Districts

Shopping districts in all three of the case study cities were not affected by the presence of Home Depot in their communities. Specific city findings follow.

- No shopping districts have been hurt in Chico by Home Depot's presence. Home Depot is located in a new shopping center in the south end of the city. Since its opening, new businesses have come to the shopping center. A Chico official could not necessarily attribute this increase in retail development to the presence of Home Depot and stated that the majority of retail growth has occurred in this area. This area serves as a retail hub for other areas such as Paradise and Oroville.
- Shopping districts in Napa have not been affected by the presence of Home Depot. Home improvement retailers did not feel the impact of the store's presence in the southern section of the city because they are dispersed throughout Napa.
- Shopping districts in Folsom have not been hurt by the presence of Home Depot. However, shopping districts may have been hurt by the power center in which Home Depot is located. According to a Folsom official, smaller retailers also may have been hurt by the selection offered at the power center, although this official could not be certain. Conversely, Home Depot has filled a need in the community. Prior to Home Depot coming to Folsom, people drove outside the city for home improvement services; now they are purchasing items in the city and stopping the leakage of market area retail sales.

Change in Retailer's Perspective

The economy was thriving a year and a half ago but is now on a downward swing. Most of the cities examined have felt little impact from the turn in the economy because of the diversity of their local economies. Generally, city officials interviewed could not speculate on how retailer's perspectives changed, but did provide some insight. Summaries of specific findings follow.

- The economy in Chico is strong and has been relatively unaffected by the economic slowdown. Chico officials do not expect a big change in retailers' perspectives. Sales tax revenues in the area continue to increase. The city generally expects a 2 to 3 percent annual increase in sales tax revenues. Currently, the city is experiencing a 10 percent annual increase in sales tax revenues.
- Napa experienced a small decline in retail sales within the last year. However, because of its diverse economy, the city is able to hedge against a downward swing in the economy. A Napa official pointed out that regardless of how slow the economy performs, they have found that people still make home improvement purchases. The city does not anticipate a change in retailer's perspectives in the future.
- Last year was an extremely successful year for Folsom in terms of retail sales. The city is currently feeling a slight slow down in its economy, but a Folsom official stated that the local economy is doing better than the average over the last five years. This official speculates that retailers are postponing making any decisions due to the unstable political and economic situation.

TAXABLE SALES AND OUTLETS

Trend analysis of home building materials and home furnishings/appliances taxable sales and outlets for Chico provides information regarding the growth or decline of stores competitive with or complementary to Home Depot. These trends, presented in Exhibit 11, indicate that Chico experienced a pronounced increase in the number of building materials and home furnishings/appliances outlets since 1998, when the Chico Home Depot store opened. Businesses related to the sale of home furnishings/appliances accounted for the largest increase, growing from 65 stores in the year prior to Home Depot's opening to 77 to 81 stores in 2000. Building materials stores grew by 11 outlets during that same period. Over the past three years, the city enjoyed a healthy 37 percent increase in inflation-adjusted taxable sales for home furnishings/appliances, a category that competes with Home Depot but does not include any Home Depot sales. Thus it is clear from this trend that complementary home improvement sales in Chico experienced a strong upswing even after the introduction of Home Depot to the market.

SUMMARY CASE STUDY FINDINGS

The preceding findings indicate that none of the case study cities experienced significant negative retailer impacts attributable to Home Depot's market presence. While not all the communities initially embraced Home Depot's market entrance, the results indicate that Home Depot helped reverse retail sales leakage and increased sales at complementary home improvement stores. If any negative impacts did occur, they were in the nature of product mix changes or refocusing and minimal decreases in store sales rather than any store closures. Thus the experience of the case study communities and their home improvement retailers generally appear positive and supportive of Home Depot development.

These findings support Sedway Group's analytic findings regarding the prospective economic impacts of the planned San Francisco Home Depot store. Any negative impacts that did occur in the case study communities were of a very short-term duration. While no explicit time periods were cited by the local economic development officials, other work conducted by Sedway Group regarding big box retailer economic impacts suggests that any sales declines experienced by strong, well-established competitive market area retailers are typically recovered within one year, or two years at most. It is only the most marginal of store operations that falter within that time period. In these times of increasing retail competitiveness, such stores would likely falter regardless of the introduction of a big box retailer.

ASSUMPTIONS AND GENERAL LIMITING CONDITIONS

Sedway Group has made extensive efforts to confirm the accuracy and timeliness of the information contained in this study. Such information was compiled from a variety of sources, including interviews with government officials, review of City and County documents, and other third parties deemed to be reliable. Although Sedway Group believes all information in this study is correct, it does not warrant the accuracy of such information and assumes no responsibility for inaccuracies in the information by third parties. We have no responsibility to update this report for events and circumstances occurring after the date of this report. Further, no guarantee is made as to the possible effect on development of present or future federal, state or local legislation, including any regarding environmental or ecological matters.

The accompanying projections and analyses are based on estimates and assumptions developed in connection with the study. In turn, these assumptions, and their relation to the projections, were developed using currently available economic data and other relevant information. It is the nature of forecasting, however, that some assumptions may not materialize, and unanticipated events and circumstances may occur. Therefore, actual results achieved during the projection period will likely vary from the projections, and some of the variations may be material to the conclusions of the analysis.

Contractual obligations do not include access to or ownership transfer of any electronic data processing files, programs or models completed directly for or as by-products of this research effort, unless explicitly so agreed as part of the contract.

This report may not be used for any purpose other than that for which it is prepared. Neither all nor any part of the contents of this study shall be disseminated to the public through publication advertising media, public relations, news media, sales media, or any other public means of communication without prior written consent and approval of Sedway Group.

APPENDIX

EXHIBIT 1
HOME DEPOT STUDY AREA
BAYSHORE, SAN FRANCISCO

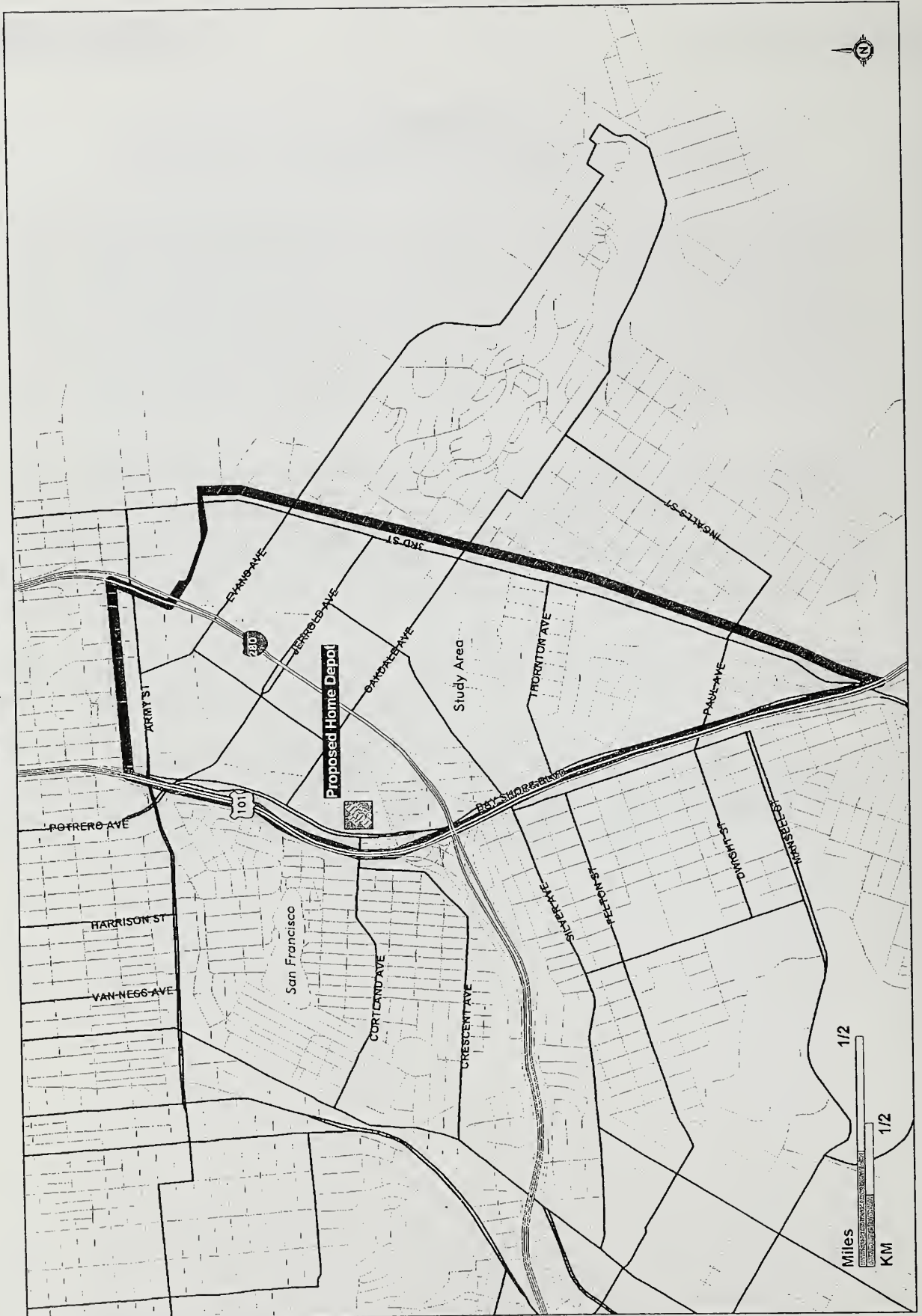


Exhibit 2
1999 Retail Sales Leakage Analysis
San Francisco
In Constant 2001 \$s

Retail Category	PER CAPITA			TOTAL		
	Bay Area Average Sales	San Francisco Spending	San Francisco Sales	San Francisco Spending	San Francisco Sales	Attraction/ (Leakage)
Women's Apparel	\$140	\$129	\$346	\$101,912,557	\$272,857,107	\$170,944,550
Men's Apparel	\$80	\$74	\$179	\$58,723,398	\$141,196,874	\$82,473,477
Family Apparel	\$181	\$167	\$363	\$131,804,251	\$286,689,214	\$154,884,963
Shoes	\$77	\$71	\$124	\$55,970,046	\$97,582,648	\$41,612,602
Apparel Stores Group	\$477	\$441	\$1,011	\$348,410,251	\$798,325,843	\$449,915,591
Other General Merchandise	\$1,373	\$1,269	\$1,272	\$1,001,689,950	\$1,003,937,030	\$2,247,081
Drug Stores (1)	\$337	\$316	\$375	\$249,784,321	\$296,134,000	\$46,349,678
General merchandise stores	\$1,710	\$1,586	\$1,647	\$1,251,474,271	\$1,300,071,030	\$48,596,759
Gifts, art goods and novelties	\$72	\$67	\$217	\$52,741,872	\$170,948,059	\$118,206,187
Sporting goods	\$136	\$125	\$137	\$99,013,112	\$108,301,426	\$9,288,314
Florists	\$35	\$32	\$47	\$25,606,206	\$36,892,618	\$11,286,412
Photo equip.. and supplies	\$20	\$18	\$58	\$14,322,045	\$46,083,457	\$31,761,412
Musical instruments	\$78	\$72	\$177	\$57,218,922	\$139,455,708	\$82,236,786
Stationary and books	\$184	\$170	\$301	\$134,202,528	\$237,220,648	\$103,018,119
Jewelry	\$96	\$88	\$261	\$69,749,721	\$206,394,492	\$136,644,770
Office, store, and school supply	\$717	\$663	\$728	\$522,957,271	\$574,633,482	\$51,676,212
Other specialties	\$553	\$511	\$820	\$403,437,377	\$647,278,563	\$243,841,186
Specialty Stores Group	\$1,891	\$1,747	\$2,746	\$1,379,249,054	\$2,167,208,452	\$787,959,398
Food Stores Selling Liquor (1)	\$1,393	\$1,343	\$1,415	\$1,059,847,372	\$1,116,791,710	\$56,944,338
All Other Food Stores (1)	\$505	\$487	\$417	\$384,181,021	\$328,910,287	(\$55,270,734)
Food Stores Group	\$1,898	\$1,829	\$1,832	\$1,444,028,393	\$1,445,701,996	\$1,673,604
Eating Places: no alcohol	\$426	\$397	\$543	\$313,483,116	\$428,227,472	\$114,744,356
Eating Places: beer and wine	\$398	\$371	\$668	\$292,746,818	\$527,186,701	\$234,439,884
Eating and Drinking: liquor	\$461	\$430	\$1,202	\$339,034,331	\$948,564,407	\$609,530,077
Eating and Drinking Group	\$1,284	\$1,198	\$2,412	\$945,264,265	\$1,903,978,581	\$958,714,316
Hshold and Home Furnishings	\$374	\$349	\$665	\$275,781,024	\$524,865,515	\$249,084,490
Household Appliance Dealers	\$181	\$169	\$136	\$133,510,461	\$107,550,162	(\$25,960,299)
Household Group	\$556	\$519	\$801	\$409,291,485	\$632,415,676	\$223,124,191
Lumber and Building Materials	\$522	\$475	\$200	\$374,876,099	\$158,092,595	(\$216,783,505)
Hardware Stores	\$126	\$115	\$70	\$90,483,966	\$55,401,348	(\$35,082,618)
Plumbing and Electrical Supplies	\$111	\$101	\$97	\$79,433,453	\$76,796,923	(\$2,636,530)
Paint, Glass, and Wallpaper	\$41	\$38	\$41	\$29,729,430	\$32,429,222	\$2,699,792
Building Material Group	\$799	\$728	\$409	\$574,522,947	\$322,720,087	(\$251,802,860)
New Motor Vehicle Dealers	\$1,601	\$1,490	\$452	\$1,175,807,297	\$357,053,986	(\$818,753,312)
Used Motor Vehicles	\$116	\$108	\$23	\$85,075,802	\$18,349,639	(\$66,726,163)
Automotive Supplies and Parts	\$137	\$127	\$66	\$100,599,981	\$52,485,778	(\$48,114,203)
Service Stations	\$716	\$682	\$544	\$538,119,536	\$429,431,705	(\$108,687,831)
Automotive Group	\$2,571	\$2,407	\$1,086	\$1,899,602,616	\$857,321,108	(\$1,042,281,509)
Packaged Liquor Stores	\$88	\$74	\$108	\$58,311,441	\$85,569,042	\$27,257,601
Second-Hand Merchandise	\$18	\$16	\$37	\$12,898,716	\$29,254,024	\$16,355,308
Farm Implement Dealers	\$65	\$59	\$0	\$46,915,197	\$0	(\$46,915,197)
Farm and Garden Supply Stores	\$56	\$52	\$15	\$41,157,161	\$11,688,794	(\$29,468,367)
Fuel and Ice Dealers	\$10	\$9	\$0	\$7,181,292	\$0	(\$7,181,292)
Mobile Homes, Trailers, and Camp.	\$24	\$22	\$0	\$17,668,161	\$0	(\$17,668,161)
Boat, Motorcycle, Plane Dealers	\$61	\$56	\$34	\$44,378,945	\$27,128,387	(\$17,250,558)
All Other Retail Store Total	\$322	\$290	\$195	\$228,510,913	\$153,640,247	(\$74,870,666)
Retail Stores Total	\$11,508	\$10,744	\$12,139	\$8,480,354,195	\$9,581,383,020	\$1,101,028,825

Notes:

- (1) Taxable transactions for grocery stores and drug stores have been adjusted by .3 and .7, respectively, to account for non-taxable sales.
- (2) Sales figures have been adjusted by the increase in the Consumer Price Index for the San Francisco, Oakland, San Jose MSA.

Sources: State Board of Equalization "Taxable Sales in California- 1999"; Association of Bay Area Governments (ABAG) "Projections '2000"; U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index; Sedway Group.

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Exhibit 3
1999 Retail Sales Leakage Analysis - Home Improvement Categories
San Francisco
In Constant 2001 \$s (1)

Home Improvement Retail Category	PER CAPITA				TOTAL	
	Bay Area Average Sales	San Francisco Spending	San Francisco Sales	San Francisco Spending	San Francisco Sales	Attraction/ (Leakage)
Household and Home Furnishings	\$374	\$349	\$665	\$275,781,024	\$524,865,515	\$249,084,490
Building Materials						
Lumber and Building Materials	\$522	\$475	\$200	\$374,876,099	\$158,092,595	(\$216,783,505)
Hardware Stores	\$126	\$115	\$70	\$90,483,966	\$55,401,348	(\$35,082,618)
Plumbing and Electrical Supplies	\$111	\$101	\$97	\$79,433,453	\$76,796,923	(\$2,636,530)
Paint, Glass, and Wallpaper	\$41	\$38	\$41	\$29,729,430	\$32,429,222	\$2,699,792
Sub-total	\$799	\$728	\$409	\$574,522,947	\$322,720,087	(\$251,802,860)
Garden Supply Stores	\$56	\$52	\$15	\$41,157,161	\$11,688,794	(\$29,468,367)
TOTAL	\$1,230	\$1,129	\$1,089	\$891,461,133	\$859,274,396	(\$32,186,737)

Notes:

(1) Sales figures have been adjusted by the increase in the Consumer Price Index for the San Francisco, Oakland, San Jose MSA.

Sources: State Board of Equalization "Taxable Sales in California- 1999"; Association of Bay Area Governments (ABAG) "Projections '2000'"; U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index; Sedway Group.

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Exhibit 4
1999 Retail Sales Leakage Analysis - Home Improvement Categories
San Francisco Leakage Compared with Projected Home Depot Sales
In Constant 2001 \$s (1)

Home Improvement Retail Category	San Francisco Attraction/ (Leakage) (2)	Estimated Total Home Depot Bayshore Sales (3)
Household and Home Furnishings	\$249,084,490	\$13,750,000
Building Materials		
Lumber and Building Materials	(\$216,783,505)	\$17,160,000
Hardware Stores	(\$35,082,618)	\$9,050,000
Plumbing and Electrical Supplies	(\$2,636,530)	\$11,280,000
Paint, Glass, and Wallpaper	\$2,699,792	\$6,710,000
Sub-total	(\$251,802,860)	\$44,200,000
Garden Supply Stores	(\$29,468,367)	\$12,040,000
TOTAL	(\$32,186,737)	\$70,000,000

Notes:

(1) 1999 leakage figures have been adjusted by the increase in the Consumer Price Index for the San Francisco, Oakland, San Jose MSA.

(2) See Exhibit 3.

(3) See text, Section 1.

Sources: State Board of Equalization "Taxable Sales in California- 1999"; Association of Bay Area Governments (ABAG) "Projections '2000" ; U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index; Sedway Group.
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Exhibit 5
Bayshore Study Area (1)
Sales Trends - Home Improvement Categories
1997 - 2001
In Constant 2001 \$s (2)

	1997		1998		1999		2000		2001 (3 Qs)	
Home Improvement Retail Category	# of Bus.	Total Sales	# of Bus.	Total Sales	# of Bus.	Total Sales	# of Bus.	Total Sales	# of Bus.	Total Sales
Total Sales										
Home Furnishings	30	\$ 16,063,251	24	\$ 19,893,255	30	\$ 23,340,467	36	\$ 17,865,759	36	\$ 11,297,100
Building Materials										
Lumber/Building Materials (3)	17	\$ 68,447,630	19	\$ 70,747,560	21	\$ 73,949,409	22	\$ 78,853,875	24	\$ 52,188,600
Hardware Stores	6	\$ 5,498,782	6	\$ 7,844,381	4	\$ 6,891,748	5	\$ 9,708,546	6	\$ 7,521,300
Plumbing/Electrical Supplies	0	\$ -	1	\$ 3,597,711	1	\$ 3,513,156	3	\$ 5,322,359	3	\$ 5,027,500
Paint/Glass/Wallpaper	5	\$ 2,062,400	5	\$ 2,118,795	5	\$ 2,182,866	6	\$ 2,433,030	6	\$ 2,248,800
Sub-total	28	\$ 76,008,811	31	\$ 84,308,448	31	\$ 86,537,179	36	\$ 96,317,811	39	\$ 66,986,200
TOTAL	58	\$ 92,072,062	55	\$ 104,201,703	61	\$ 109,877,646	72	\$ 114,183,570	75	\$ 78,283,300
Annual Percent Change										
Home Furnishings	-20%	24%	25%	17%	20%	-23%	0%	NA		
Building Materials										
Lumber/Building Materials (3)	12%	3%	11%	5%	5%	7%	9%	NA		
Hardware Stores	0%	43%	-33%	-12%	25%	41%	20%	NA		
Plumbing/Electrical Supplies	NA	NA	0%	-2%	200%	51%	0%	NA		
Paint/Glass/Wallpaper	0%	3%	0%	3%	20%	11%	0%	NA		
Sub-total	11%	11%	0%	3%	16%	11%	8%	NA		
TOTAL	-5%	13%	11%	5%	18%	4%	4%	\$ -		

Notes:

- (1) Bayshore Study Area is bounded by Highway 101 to the west, 3rd Street to the east, and Cesar Chavez Street to the north. See Exhibit 1.
- (2) Sales figures have been adjusted by the increase in the Consumer Price Index for the San Francisco, Oakland, San Jose MSA.
- (3) Goodman's Lumber ceased operations in mid-2000.

Sources: City and County of San Francisco Office of the Controller; U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index; Sedway Group.
H:\2001\19701 Home Depot San Francisco\HDL Sales Data SoBAYSHORE.xls\Total Sales\kwf

Exhibit 6
1999 Retail Sales - Home Improvement Categories
San Francisco Compared with Bayshore Study Area (1)
In Constant 2001 \$s (2)

Home Improvement Retail Category	Sales		Number of Businesses	
	San Francisco	Bayshore Study Area	San Francisco	Bayshore Study Area
Household and Home Furnishings	\$524,865,515	\$23,340,467	4%	4%
Building Materials				
Lumber and Building Materials	\$158,092,595	\$73,949,409	47%	21
Hardware Stores	\$55,401,348	\$6,891,748	12%	4
Plumbing and Electrical Supplies	\$76,796,923	\$3,513,156	5%	1
Paint, Glass, and Wallpaper	\$32,429,222	\$2,182,866	7%	5
Sub-total	\$322,720,087	\$86,537,179	27%	31
TOTAL	\$847,585,602	\$109,877,646	13%	61
				7%

Notes:

- (1) Bayshore Study Area is bounded by Highway 101 to the west, 3rd Street to the east, and Cesar Chavez Street to the north. See Exhibit 1.
(2) Sales figures have been adjusted by the increase in the Consumer Price Index for the San Francisco, Oakland, San Jose MSA.

Sources: State Board of Equalization "Taxable Sales in California- 1999"; City and County of San Francisco Office of the Controller; Sedway Group.
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Exhibit 7

**The Home Depot - Bayshore Boulevard
Estimated Distribution of Total Sales
Compared with Bayshore Study Area (1)
In Constant 2001 \$s (2)**

Home Improvement/Retail Category	Estimated Stabilized Home Depot Store Sales by Category		Bayshore Study Area	
	Percent of Store Sales (3)	Total Sales (4)	Percent of Area Sales	Total Sales (5)
Household and Home Furnishings (6)	20%	\$ 13,750,000	16%	\$ 17,865,759
Building Materials				
Lumber and Building Materials	25%	\$ 17,160,000	69%	\$ 78,853,875
Hardware Stores	13%	\$ 9,050,000	9%	\$ 9,708,546
Plumbing and Electrical Supplies	16%	\$ 11,280,000	5%	\$ 5,322,359
Paint Glass and Wallpaper	10%	\$ 6,710,000	2%	\$ 2,433,030
Sub-total	63%	\$ 44,200,000	84%	\$ 96,317,811
Garden Supply (7)	17%	\$ 12,040,000	NA	NA
TOTAL STABILIZED SALES	100%	\$ 70,000,000	100%	\$ 114,183,570

Notes:

- (1) Bayshore Study Area is bounded by Highway 101 to the west, 3rd Street to the east, and Cesar Chavez Street to the north. See Exhibit 1.
- (2) Year 2000 Bayshore Study Area sales figures have been adjusted by the increase in the Consumer Price Index for the San Francisco, Oakland, San Jose MSA.
- (3) Distribution of store sales was derived from confidential sales data for comparable sized Home Depot stores in the Bay Area.
- (4) Projected stabilized store sales were estimated based on sales of approximately \$460 per square foot applied to the 152,000-square-foot proposed Bayshore Home Depot store. Sales captured by the Bayshore Home Depot store are likely to be diverted from other Home Depot stores, especially the nearest store in Colma. Analysis was conducted by The Home Depot regarding point-of-sale survey data for the Colma store. This analysis indicated that approximately \$40 million in Colma store sales originate from San Francisco residents. Sedway Group conservatively estimates that only half of these sales will be diverted to the proposed Bayshore store, or a total of \$20 million in sales. In other words, Colma will continue to capture half of San Francisco resident Home Depot spending. In this manner, only \$50 million of the projected Bayshore Home Depot store sales are projected to be new to Home Depot (\$70 million - \$20 million). If the Bayshore Home Depot captures a greater share of the \$40 million in San Francisco Home Depot sales currently diverted to the Colma store, or if the Bayshore store captures sales currently diverted to other nearby Home Depot locations (e.g., Emeryville, San Mateo, Marin), the "net new" sales figures would be further reduced. However, this analysis conservatively depicts the total store sales projection of \$70 million.
- (5) Year 2000 sales in Bayshore Study area in 2001\$. See Exhibit 5.
- (6) This category contains the following Home Depot categories shown in Exhibit 9: flooring and kitchen and bath.
- (7) Sales for retail nurseries in the study area were not available due to disclosure issues. The only retail nursery is the one associated with Floorcraft.

Sources: The Home Depot, City and County of San Francisco Office of the Controller; U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index; Sedway Group.

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Exhibit 8
Retail Sales Analysis - Home Improvement Categories
Maximum Short-Term Home Depot Impact on Bayshore Study Area Retailers
In Constant 2001 \$s (1)

Home Improvement Retail Category	San Francisco Attraction/ (Leakage) (2)	Projected Total Home Depot Sales (3)	Prospective Home Depot Sales Impact on San Francisco Retailers (4)	Bayshore Study Area Sales (5)	Bayshore Sales as Percent of SF Sales (6)	Maximum Short-Term Home Depot Sales Diverted from Study Area Retailers (7)	
						Total	Percent
Household and Home Furnishings	\$249,084,490	\$13,750,000	\$13,750,000	\$17,865,759	4%	\$611,500	3.4%
Building Materials							
Lumber and Building Materials	(\$216,783,505)	\$17,160,000	\$0	\$78,853,875	47%	\$0 - \$2,366,000	(8) 0.0% - 3.0%
Hardware Stores	(\$35,082,618)	\$9,050,000	\$0	\$9,708,546	12%	\$0 - \$291,000	(8) 0.0% - 3.0%
Plumbing and Elec. Supplies	(\$2,636,530)	\$11,280,000	\$8,643,470	\$5,322,359	5%	\$395,400	7.4%
Paint, Glass, and Wallpaper	\$2,699,792	\$6,710,000	\$6,710,000	\$2,433,030	7%	\$451,700	(9) 18.6%
Sub-total	(\$251,802,860)	\$44,200,000	\$15,353,470	\$86,537,179	27%	\$847,100 - \$3,504,100	1.0% - 4.0%
Garden Supply Stores	(\$29,468,367)	\$12,040,000	\$0	NA	0%	\$0	(10) NA - NA
TOTAL	(\$32,186,737)	\$70,000,000	\$29,100,000	\$114,183,570	13%	\$1,458,600 - \$4,115,600	1.3% - 3.6%

Notes:

- (1) Sales figures have been adjusted by the increase in the Consumer Price Index for the San Francisco, Oakland, San Jose MSA.
- (2) See Exhibit 4.
- (3) Projected total Bayshore Home Depot sales in 2001\$. See Exhibit 7.
- (4) If leakage for the category is greater than projected San Francisco Home Depot sales, then there is assumed to be no impact on San Francisco retailers.
- (5) Bayshore Study Area 2000 sales in 2001\$. See Exhibit 7.
- (6) Bayshore Study Area 1999 sales as a percent of San Francisco sales. 1999 sales were used as this was the latest data available for San Francisco. See Exhibit 6.
- (7) These figures comprise Home Depot's maximum projected short-term negative impact on Bayshore Study Area retailers. It is a maximum estimate because it assumes all Home Depot revenues in excess of existing retail leakage are diverted equally from study area retailers in proportion to their share of existing City sales. In all likelihood, these revenues will instead be diverted from retailers outside San Francisco, lessening, if not eliminating, negative impacts on Bayshore Study Area retailers.
- (8) The quantitative analysis indicates no impact on San Francisco retailers in these categories because the "leakage" of sales out of San Francisco is far greater than Home Depot's projected sales. In other words, San Francisco is currently under-served in these categories, and Home Depot's sales will only fill a fraction of resident demand. However, given the proximity of numerous retailers in these categories to the proposed store, Sedway Group estimated an upper limit, or maximum impact, of 3% of sales diverted from existing Bayshore Study Area retailers based on analysis of existing Bayshore sales as a percent of projected San Francisco resident spending. This recognizes the fact that there may be interim impacts on underperforming stores. However, our case study research and other big box retailer research indicates that these impacts are relatively short lived, with most retailers recovering within one year, or two years at most for the more marginal operations. See text for further discussion.
- (9) This analytical result may be misleading because although there are three specialized glass stores (custom cut glass and glaziers) in the Study Area, Home Depot does not offer these services and will therefore not compete. Further, the painting establishments in the Study Area cater to professional contractor clients, who are more likely than most consumers to stay with a specialized vendor.
- (10) The only retail garden supply store in the Bayshore Study Area is the Floorcraft garden center across Bayshore Blvd. from the proposed Home Depot. Because Floorcraft's main business is in flooring, cabinetry, fixtures and appliances, sales data are coded to these categories (included in Household and Home Furnishings). Thus, sales data for the garden supply component of this store were not available.

Sources: State Board of Equalization "Taxable Sales in California- 1999"; Association of Bay Area Governments (ABAG) "Projections '2000"; U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index; Sedway Group.
 J:\word_process\in\word_docs\project\127202\Leakage Categories Bayshore.xls Impact with Gross Sales

Exhibit 9
The Home Depot - Bayshore Boulevard
Major Product Lines and Manufacturers

State Board of Equalization Category		
Department	Representative Products	Major Manufacturers
<u>Household and Home Furnishings</u>		
Flooring	Carpet, vinyl, laminate, hardwood, tile flooring, ceiling tiles	Mohawk, Beaulieu, Shaw, Leggit & Platt, GFI, Marazzi, Classic, Emser, Superior, Armstrong, Congoleum, Halstead, Bruce, Universal, Pergo
Kitchen and Bath	Cabinets, countertops, vanities, bath fixtures, appliances	GE and Maytag appliances, Kraftmaid and American Woodmark cabinets, RSI, American Standard, Kohler, In-Sink-Erator
<u>Lumber and Building Materials</u>		
Lumber	Dimensional lumber, siding, studs, etc,	NA
Building Materials	Fencing, roofing, insulation, concrete, wallboard, etc..	NA
Windows and Doors	Windows, interior and exterior doors, moulding, paneling, glass	Stanley Andersen Atrium, Southern Millwork, Viking, Pella
<u>Hardware Stores</u>		
Tools	Hand and power tools, fasteners, hardware, door locks	Porter Cable, Stanley, DeWalt, Ryobi, Huskey, Ridgid, Bosch
<u>Plumbing and Electrical Supplies</u>		
Plumbing	Pipes, faucets, water heaters,	Moen, Delta, American Standard, Price Pfister, Nutone, GE, Rainbird, Toro
Electrical	Fixtures, bulbs, wire, extension cords, ceiling fans, portable heaters	Halo, Belair, Progress, Lithonia
<u>Paint, Glass and Wallpaper</u>		
Paint	Paint, caulk, prep tools and supplies	Behr, Glidden, Minwax, Dap, Zinsser, 3M, Rustoleum, Purdy
Wallpaper and Window Coverings	Window coverings, wallpaper, contact paper, drapery hardware	Levelor, Hunter Douglas, Newell/Kirsch, Imperial, Graham & Brown
<u>Farm and Garden Supply Stores</u>		
Garden	Plants, fertilizer, patio supplies	John Deere, Toro, Honda, Ortho, Scott, Ames, Corona, Charbroil, Weber, Sunbeam

Sources: The Home Depot; Sedway Group.

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Exhibit 10
Summary of Major Home Improvement Retailers Bayshore Study Area (1)
Compared with Home Depot Product Lines

Study Area Store Information			Major Manufacturers		Competitive Assessment
Retail Category	No. of Stores	Store Name/Product Lines	Study Area	Home Depot	
Lumber and Building Materials and Tools	7	One smaller traditional neighborhood-serving hardware store. Two roofing suppliers. One plaster supplier. One masonry material retailer. One small builder supply with limited selection and one large drive-in lumberyard/building material supplier geared toward contractors (Beronio Lumber).	Various tools including DeWalt, Stanley, Bosch, Porter Cable. Lumber brands NA	Tools include: Porter Cable, Stanley, DeWalt, Bosch, Ryobi, Huskey, Rigid, Lumber brands NA.	May impact the smaller lumberyard, as it had a thin product line and seemingly poor service. The traditional hardware store is located relatively far away, but may be impacted nonetheless. The specialized building materials dealers (masonry, roofing, and plaster) will likely not be as impacted due to their businesses geared toward contractors. The masonry retailer may be impacted due to proximity to site. However, this retailer has the advantage of a drive-up yard for loading heavy materials and the specialized nature of the retailer with broad product line. Will compete with Beronio Lumber on common products, such as dimensional lumber, builders supplies, hardware, and limited power tools, etc. However, this retailer has a drive-up yard and sells primarily to contractors. Also, this retailer has a much deeper product line in several areas, including decking, hardwood plywood, custom and stock moulding, pre-finished hardwood flooring, and windows and doors.
Flooring/Floor Coverings	11	Specialized in flooring only. 3 of the retailers are smaller in size with limited product lines. Several cater to commercial uses and contractors. One store sells only hardwood floors. Two of the larger stores (Floorcraft and Golden Gate Interiors) have deep product lines in all types of floor coverings. Floorcraft also has deep line of ceramic and natural stone tiles.	Vinyl: Domco, Azrock, Metroflor, Tarkett, Mannington, Armstrong, Congoleum, Laminates: Armstrong, Advantia One, Alloc, Pergo, Wilsonart, Shaw, Armstrong, Bruce, Pickering, Mannington, Columbia, Carpet: Beaulieu, Mohawk, Cambridge, Mannington, Shaw, Sutton, Saxony, Other: cork, tile, and hardwood flooring.	Vinyl: Armstrong, Congoleum, Halstead, Laminates: Pergo, Shaw Carpet: Mohawk, Beaulieu, Shaw, Leggit & Platt, GFI, Tile: Marazzi, Classic, Emser, Superior, QEP, GBI Wood: Bruce, Universal.	3 or so of the smaller retailers may be impacted. On site tour, these appeared to be marginal operations in substandard buildings with limited product line. Larger stores and those with commercial focus will not be impacted as much.
Painting Supplies	2	Primarily sell to painting contractors.	Moreware, Ameron, Prett & Lemberg	Behr, Glidden, Minwax, Dap, Zinsser, 3M, Rustoleum, Purdy	These retailers specialize in sales to contractors. Likely will be minimal impact.
Plumbing	2	Distribution of kitchen and bath products to design showrooms and wholesale plumbing supplies.	NA	NA	May be some competition with the plumbing supply wholesaler, but this business specializes in sales to the trades.
Electrical	1	Only sells electrical supplies, geared toward contractors.	NA - materials only	Various light fixture manufacturers	This retailer specializes in sales to contractors. Likely will be minimal impact. Retailer does not sell lighting, just materials.
Nursery and Garden Supplies	5	Only one is retail nursery (Floorcraft Garden Center). Balance are wholesale nursery (2) and wholesale garden sculpture and fixture production (2).	NA	NA	The one retail nursery may be impacted. It is located across the street from the proposed Home Depot.
Kitchen and Bath	5	Specialized in primarily kitchens and bath only. One of the retailers is smaller in size with very limited product lines. The balance primarily specialize in design services and cabinet sales, and offer a deeper line of cabinets than Home Depot. All can order fixtures, sinks, and some appliances, but with the exception of one, do not specialize in these items and refer clients to other showrooms to see them. Floorcraft has a deep product line of kitchen and bath fixtures, appliances, sinks, etc., in its showroom. The four larger shops also offer stone and synthetic countertops.	Cabinet lines: Kraftmaid, Crystal Cabineworks, Diamond Cabinets, Woodmode, Brookhaven, Jay Rambo, Dura Supreme, De Wils, Canyon Creek, Kitchen Craft, Merilatt, Cardell, Omega, Dynasty, Ultra Craft, Omega, Amera, Countertops: Caesarstone, Corian, Swanstone, Marble, Bathroom fixtures: Kohler, Duravit, Jason, Caravelle, Bates and Bates, Faucets and fixtures: Perrin and Rowe, Hollys of Bath, Jado, Mico Designs, Dolphin, California Faucets, Grohe, American Standard, Rohl, KWC, Carries stainless sinks Franke, Ekay and Blanco. Appliances - many high-end brands: Thermador, Wolf, Viking, Sub-Zero, Asko, DCS, GE Profile series, Kitchen Aide, Frigidaire, and Maytag.	Cabinets: Kraftmaid and American Woodmark. Appliances: GE and Maytag appliances. Faucets and fixtures include: Moen, Delta, American Standard, Kohler, and Price Pfister.	May impact smaller shop which sells the same line of cabinets as Home Depot. Will likely not impact the larger shops which specialize in only kitchen and bathrooms and provide design services and showrooms, and much deeper product lines.

Exhibit 10
Summary of Major Home Improvement Retailers Bayshore Study Area (1)
Compared with Home Depot Product Lines

Retail Category	Study Area Store Information		Major Manufacturers		Competitive Assessment
	No. of Stores	Store Name/Product Lines	Study Area	Home Depot	
Door and Window, Including Garage Door and Shower Door	10	Specialized in window and door sales and manufacture. One of the shops is small with a limited showroom but large product line. Several shops specialize in custom wood window and door manufacture. Product lines run the gamut from less expensive aluminum and vinyl clad to custom made or ordered hardwood windows and doors. Several shops are geared toward contractors, though do also sell to the public. Several have capacity to install windows and doors or to refer to contractors. Included are three garage door businesses, which sell, service, and install garage doors. Also included are two shower door retailers.	Superior, International, Imperial, Andersen, Marvin, Kolbe & Kolbe, Pella, Weathershield, Acro, Superior, McWay, Vinyl Pro, Millgard, Velux, Summit, Albertini, Wayne Dalton. Custom window and doors, custom shower enclosures, custom wood garage doors.	Stanley, Andersen, Avium, Southern Millwork, Viking, Pella, Fine Finish, Vplex, Martin Garage Door	Most will not be impacted. Most carry a much deeper product line than offered by Home Depot, ranging from the lower end (Millgard) to the very high end (Albertini). There may be some impact among the limited product lines common with Home Depot. Custom door, window, garage door, and glass shower enclosure manufacturer and retailers will not be impacted at all. Several of the larger shops specializing in contractor sales (for example Allwood Door and Colliers) will not likely be impacted. Garage door shops may be impacted among same product line, but these retailers also specialize in the installation, which Home Depot contracts out. One smaller shop toured during site visit may be impacted, due to similar product lines, but this shop appeared marginal and had poor customer service
Wallpaper and Window Coverings	0		NA	NA	No businesses in the area specialize in this niche.
Hardwood Lumber, Plywood, and Custom Moulding	4	Hardwood lumber and hardwood plywood sales. Custom and historic San Francisco moulding manufacturer.	NA	NA	Home Depot does not sell same products, except for very limited line of hardwood plywood and finished hardwood lumber.
Natural and Cultured Stone, and Concrete Countertop Fabrication	9	Custom cutting and fabrication of kitchen and bath countertops, vanities, etc. One cultured marble manufacturer/retailer specializing in bathroom vanities and shower pans. One high-end concrete countertop fabricator. Natural stone fabricators have some inventory on hand (slabs) or refer customers to larger stone yards.	NA	NA	Home Depot does very limited amount of stone and synthetic fabrication and installation. It will not compete with these retailers.
Custom Cabinets	17	Custom cabinets, which Home Depot does not offer.	NA	NA	No competition
Metalwork	9	Structural and decorative metalwork	NA	NA	No competition
Glass Suppliers	3	Plate glass and custom cut glass suppliers. Glaziers.	NA	NA	No competition
Tool Service and Sharpening	3	Tool service and blade (saw, router bit) sharpening. Limited sales of blades and router bits.	NA	NA	May be slight competition in blade and bit sales, but these retailers have much larger selection of blades and bits than Home Depot.
Equipment Rental	6	Scaffold and heavy equipment rental	NA	NA	No competition
TOTAL	94				

Notes:

(1) Bayshore Study Area is bounded by Highway 101 to the west, 3rd Street to the east, and Cesar Chavez Street to the North. See Exhibit 1.
Sources: Home Depot, ABI, Sedway Group field survey.
H:\2001\119701 Home Depot San Francisco\Bayshore Business Building Materials Only.xls\Bayshore Summary

Exhibit 10
Summary of Major Home Improvement Retailers Bayshore Study Area (1)
Compared with Home Depot Product Lines

Study Area Store Information				Major Manufacturers		Home Depot	Competitive Assessment
Retail Category	No. of Stores	Store Name/Product Lines	Study Area				
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Flooring/Floor Coverings	11	Specialized in flooring only. 3 of the retailers are smaller in size with limited product lines. Several cater to commercial uses and contractors. One store sells only hardwood floors. Two of the larger stores (Floorcraft and Golden Gate Interiors) have deep product lines in all types of floor coverings. Floorcraft also has deep line of ceramic and natural stone tiles.	Vinyl: Domco, Azrock, Metrolite, Tarkett, Mannington, Armstrong, Congoleum. Laminates: Armstrong, Advantia One, Alloc, Pergo, Wilsonart, Shaw, Armstrong, Bruce, Pickering, Mannington, Columbia, Carpet; Beaulieu, Mohawk, Cambridge, Mannington, Shaw, Sulton, Saxony. Other: cork, tile, and hardwood flooring.	Vinyl: Armstrong, Congoleum, Halstead, Laminates: Pergo, Shaw Carpet: Mohawk, Beaulieu, Shaw, Leggit & Platt, GFI, Tile: Marazzi, Classic, Emser, Superior, QEP, GBI Wood: Bruce, Universal.			3 or so of the smaller retailers may be impacted. On site tour, these appeared to be marginal operations in substandard buildings with limited product line. Larger stores and those with commercial focus will not be impacted as much.
Painting Supplies	2	Primarily sell to painting contractors.	Moteware, Ameron, Pratt & Lamberg	Behr, Glidden, Minwax, Dap, Zinsser, 3M, Rustoleum, Purdy			These retailers specialize in sales to contractors. Likely will be minimal impact.
Plumbing	2	Distribution of kitchen and bath products to design showrooms and wholesale plumbing supplies.	NA	NA			May be some competition with the plumbing supply wholesaler, but this business specializes in sales to the trades.
Electrical	1	Only sells electrical supplies, geared toward contractors.	NA - materials only	Various light fixture manufacturers			This retailer specializes in sales to contractors. Likely will be minimal impact. Retailer does not sell lighting, just materials.
Nursery and Garden Supplies	5	Only one is retail nursery (Floorcraft Garden Center). Balance are wholesale nursery (2) and wholesale garden sculpture and fixture production (2).	NA	NA			The one retail nursery may be impacted. It is located across the street from the proposed Home Depot.
Kitchen and Bath	5	Specialized in primarily kitchens and bath only. One of the retailers is smaller in size with very limited product lines. The balance primarily specialize in design services and cabinet sales, and offer a deeper line of cabinets than Home Depot. All can order fixtures, sinks, and some appliances, but with the exception of one, do not specialize in these items and refer clients to other showrooms to see them. Floorcraft has a deep product line of kitchen and bath fixtures, appliances, sinks, etc., in its showroom. The four larger shops also offer stone and synthetic countertops.	Cabinet lines: Kraftmaid, Crystal Cabinetworks, Diamond Cabinets, Woodmode, Brockhaven, Jay Rambo, Dura Supreme, De Wits, Canyon Creek, Kitchen Craft, Merilatt, Cardell, Omega, Dynasty, Ultra Craft, Omega, Amera. Countertops: Caesarstone, Corian, Swenstone, Marble. Bathroom fixtures: Kohler, Duravit, Jason, Caravelle, Bates and Bates. Faucets and fixtures: Perrin and Rowe, Hollis of Bath, Jado, Mico Designs, Dolphin, California Faucets, Grohe, American Standard, Rohl, KWC, Carries stainless sinks Franke, Elkay and Blanco. Appliances - many high-end brands: Thermador, Wolf, Viking, Sub-Zero, Asko, DCS, GE Profile series, Kitchen Aids, Frigidaire, and Maytag.	Cabinets: Kraftmaid and American Woodmark. Appliances: GE and Maytag appliances. Faucets and fixtures include: Moen, Delta, American Standard, Kohler, and Price Pfister.			May impact smaller shop which sells the same line of cabinets as Home Depot. Will likely not impact the larger shops which specialize in only kitchen and bathrooms and provide design services and showrooms, and much deeper product lines.

Exhibit 10

Retail Category	Study Area Store Information		Major Manufacturers	Study Area	Competitive Assessment
	No. of Stores	Store Name/Product Lines			
Door and Window, including Garage Door and Shower Door	10	Specialized in window and door sales and manufacture. One of the shops is small with a limited showroom but large product line. Several shops specialize in custom wood window and door manufacture. Product lines run the gamut from less expensive aluminum and vinyl clad to custom made or ordered hardwood windows and doors. Several shops are geared toward contractors, though do also sell to the public. Several have capacity to install windows and doors or to refer to contractors. Included are three garage door businesses, which sell, service, and install garage doors. Also included are two shower door retailers.	Superior, Imperial, Andersen, Marvin, Kolbe & Kolbe, Pella, Weathershield, Acro, Superior, McVay, Vinyl Pro, Milgard, Velux, Summit, Albertini, Wayne Dalton. Custom window and doors, custom shower enclosures, custom wood garage doors.	Stanley, Andersen, Alnum, Southern Millwork, Viking, Pella, Fine Finish, Vipelex, Martin Garage Door	Most will not be impacted. Most carry a much deeper product line than offered by Home Depot, ranging from the lower end (Milgard) to the very high end (Albertini). There may be some impact among the limited product lines common with Home Depot. Custom door, window, garage door, and glass shower enclosure manufacturer and retailers will not be impacted at all. Several of the larger shops specializing in contractor sales (for example Allwood Door and Colliers) will not likely be impacted. Garage door shops may be impacted among same product line, but these retailers also specialize in the installation, which Home Depot contracts out. One smaller shop toured during site visit may be impacted, due to similar product lines, but this shop appeared marginal and had poor customer service
Wallpaper and Window Coverings	0		NA	NA	No businesses in the area specialize in this niche.
Hardwood Lumber, Plywood, and Custom Moulding	4	Hardwood lumber and hardwood plywood sales. Custom and historic San Francisco moulding manufacturer.	NA	NA	Home Depot does not sell same products, except for very limited line of hardwood plywood and finished hardwood lumber.
Natural and Cultured Stone, and Concrete Countertop Fabrication	9	Custom cutting and fabrication of kitchen and bath countertops, vanities, etc. One cultured marble manufacturer/retailer specializing in bathroom vanities and shower pans. One high-end concrete countertop fabricator. Natural stone fabricators have some inventory on hand (slabs) or refer customers to larger stone yards.	NA	NA	Home Depot does very limited amount of stone and synthetic fabrication and installation. It will not compete with these retailers.
Custom Cabinets	17	Custom cabinets, which Home Depot does not offer.	NA	NA	No competition
Metalwork	9	Structural and decorative metalwork	NA	NA	No competition
Glass Suppliers	3	Plate glass and custom cut glass suppliers. Glaziers.	NA	NA	No competition
Tool Service and Sharpening	3	Tool service and blade (saw, router bit) sharpening. Limited sales of blades and router bits.	NA	NA	May be slight competition in blade and bit sales, but these retailers have much larger selection of blades and bits than Home Depot.
Equipment Rental	6	Scaffold and heavy equipment rental	NA	NA	No competition
TOTAL	94				

Notes:

(1) Bayshore Study Area is bounded by Highway 101 to the west, 3rd Street to the east, and Cesar Chavez Street to the North. See Exhibit 1.

Sources: Home Depot; ABI; Seaway Group field survey.

Word processing word doc: storeinfo/27202 Home Depot, San Jose, CA, 10/10/00

**EXHIBIT 11
TAXABLE SALES
CHICO, CALIFORNIA
1995-2000
IN CONSTANT 2000 DOLLARS (1)**

<u>Year</u>	<u>Building Materials</u>		<u>Home Furnishings</u>	
	<u>Outlets</u>	<u>Sales</u>	<u>Outlets</u>	<u>Sales</u>
1995	38	\$84,245,476	60	\$42,824,616
1996	34	\$80,147,250	54	\$43,399,438
1997	34	\$85,663,530	65	\$42,766,841
1998 (2)	41	\$93,067,069	69	\$43,771,824
1999	44	\$112,363,879	71	\$51,949,425
2000	45	\$112,840,000	81	\$51,194,000

Notes:

- (1) Current dollars converted to constant 2000 dollars pursuant to the Bay Area CPI for all urban consumers.
 (2) Store opened August 1998.

Sources: U.S. Department of Labor, Bureau of Labor Statistics; California State Board of Equalization; and Sedway Group.

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505 Montgomery Street, 6th Floor
San Francisco, CA 94111

415.781.8900
Fax 415.781.8118

355 South Grand Avenue, Suite 1200
Los Angeles, CA 90071

213.613.3750
Fax 213.613.3780

1420 Fifth Avenue, Suite 1700
Seattle, WA 98101

206.526.3254
Fax 206.292.6033

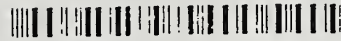
A. Shimko
Exhibit D

Fl. Myers, FL
News - Press
Fl Myers
Met Area

Monday

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JUL 16, 2001



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LUCE PRESS CLIPPINGS

Newcomer welcome

Home Depot's impending move to Bonita Springs across Bonita Beach Road from Flamingo Island Flea Market is great news for the city of Bonita Springs! As well planned growth occurs in Bonita Springs, residents who often need to venture outside the Bonita area to shop will stay in Bonita and this community will flourish.

The management, staff and 200 vendors of Flamingo Island welcome Home Depot to the neighborhood!

GENE VACCARO
General Manager
Flamingo Island Flea
Market
Bonita Springs



N4662

LUCE
PRESS CLIPPINGS

Chain stores can benefit local stores

By David Blymire
Sentinel Reporter

A group of budding business leaders say Carlisle's downtown business community should prepare now for the arrival of national discount retailers to the Carlisle area.

Members of the Leadership Carlisle class of 2001 on Thursday presented their research on whether the presence of such retailers as Wal-Mart and Home Depot would help or hinder local existing merchants.

They found several university studies showing that stores offering unique products or services can thrive while others who try to compete directly with the large chains are more at risk of failure.

A Wal-Mart "supercenter" has been proposed at the MJ Carlisle Mall on South Hanover Street, and Home Depot was proposed nearly two years ago at the Radio Square tract and surrounding parcels on South Hanover.

Both retailers are working their way through the approval process, although Home Depot also has been tied up in court challenges. See sidebar.

Mike McFadden, a borough water plant employee, presented one study indicating that three years after the arrival of Wal-Mart stores, total sales figures in the communities studied rose by 30 percent, even though the Wal-Mart store itself accounted for only 10 percent of the total increase.

The additional 20 percent growth was attributed to a boost to local stores offering products not found at the Wal-Mart. However, those who did attempt to go head-to-head with the big chains suffered a loss.

Court rejects Home Depot appeal

Cumberland County Court on Wednesday dismissed an appeal aimed at scuttling construction of a Home Depot store in Carlisle.

Olympic Realty and Development Corp. of New York proposed the 116,000-square-foot home improvement store at the Radio Square tract and several surrounding parcels off South Hanover Street near Interstate 81 in 1999.

LeTort Neighborhood Preservation Alliance and five homeowners challenged the project by focusing on one of the parcels, a four-acre parcel owned by Linwood Phillips and Robert Frey.

They appealed borough council's 1999 decision to rezone one of the tracts from residential to commercial to the borough's zoning hearing board.

When the zoning board upheld council's decision, the group ended up in court.

"The substantial evidence shows that the rezoning is not arbitrary, unreasonable and inconsistent with public health, safety and general welfare," Judge Edgar Bayley wrote in his opinion.

Judge Edgar Bayley ruled that the zoning board's decision "must be affirmed" unless the board abused its discretion - "when its findings of fact necessary to support its decision are not supported by substantial evidence."

Bayley overturned the group's arguments that borough council's decision represented "illegal spot zoning." Bayley found no evidence that the property was being treated differently or for the sole benefit of the property owners.

Depot stealing business from local hardware stores. And the stores would likely lure away service employees.

Class members suggested the downtown merchants position themselves to succeed in the new climate created by the arrival of the large stores, which they described as inevitable. They say business owners should know their customers' buying habits, study their competition and treat their employees well.

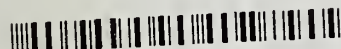
Leadership Carlisle prepares residents, mostly business executives, to serve on local nonprofit boards, local government advisory panels and other committees through a 10-month long training program. Each class

Asbury Park, NJ
Press
Monmouth
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Sunday

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APR 18, 1999



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LUCE PRESS CLIPPINGS

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Like any other business that deals with the home and home improvement products, Hutchinson Plumbing Supply has had to cope with the arrival of the potent Home Depot chain in New Jersey.

In Hutchinson's vicinity, there are Home Depots in Hazlet, Old Bridge and Woodbridge.

"With the emergence of Home Depot, we had to readjust some of our thinking and what we were doing, to please that customer," Strang said. "We have a pretty upscale customer base, though."

Home Depot has forced Hutchinson to be more price-conscious, to make sure their prices are competitive when they are selling similar items, she added.

"At first we thought it would hurt our business, it would take away a lot of the bread and butter," Strang said. "But what it really did was help our business, because people could see (Hutchinson) quality."

Another advantage Hutchinson Plumbing Supply has is that some employees have been with the company 20 years or more, she said. These veterans have developed expertise and relationships with customers, plumbers and contractors.

The company plans to renovate and expand the showroom by another 1,000 square feet by the end of this year and add a 5,000-square-foot warehouse. Hutchinson and Strang also want to add another location within two years.

"As you go through life, I feel you must grow and not stay the same," Hutchinson said. "My great grandfather did, my father grew from my grandfather. It was really my father's idea to build the showroom."

She and her sister simply want to make their contribution to the tradition, she said.

Flush

From Page B3

products by rail.

Hutchinson and Strang's father, Warren E. Hutchinson, now retired, took over in 1973.

Hutchinson joined the company 15 years ago. She had worked as an administrative assistant for corporations in New York. Strang worked as an apparel buyer for a department store chain before she joined the company 12 years ago.

Neither grew up planning to enter the family business. But the focus of the business shifted more toward retail service to customers, instead of just wholesaling to plumbers and contractors. It made sense for them to go aboard, Hutchinson said.

Being women in a male-dominated business like plumbing posed a challenge when they joined the business.

"Some plumbers wouldn't talk to me," Hutchinson recalled. "I would answer the phone and say 'Can I help you?' and they'd say: 'No, I don't know anything, you're a woman. Give me one of the guys.'"

Strang said she encountered the same attitude sometimes. "To this day, there are still a few that I want to talk to a man," she said.

"I had to get tough really, really fast," Hutchinson said. "And a lot of people didn't like that either. I had to make my case that I had certain responsibilities, and I was going to run this business. I wasn't just making the coffee."

The best answer to such attitudes was to go into the warehouse and learn the products and the business thoroughly, the sisters said. They have also attended plumbing industry seminars.

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Pittsfield, MA
Berkshire Eagle
Pittsfield
Met Area

Thursday

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MAR 22, 2001



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LUCE

PRESS CLIPPINGS

Home Depot could lift all boats

The planned opening of a store in Coltsville by the well-regarded Home Depot early next year is good news for Pittsfield and the Berkshires, and it is encouraging that the owners have local hardware stores interviewed Tuesday are not reacting adversely to the arrival of the giant company. Too often, Pittsfield businesses fear new competition, when in truth competition can spur business to improve itself or find a comfortable niche. In truth, Home Depot will be competing largely with Sears and Wal-Mart, and the smaller hardware stores should continue to do well, particularly if they seek out specialties and services Home Depot does not offer. The arrival of Home Depot should be a boon to the city and an incentive to city hardware stores to do what they do better and find new ways to compete with their new neighbor.

Hyannis, MA
Cape Cod Times
Barnstable
Met Area

Monday

0 53,392

JUL 16, 2001



LUCE

N2964

PRESS CLIPPINGS

Give us discount stores and keep your trinkets

In a July 8 letter, a small-business owner writes that she doesn't want Home Depot to move into the vacant Bradlees building because Route 28 is already a mess from one end to the other. Yet she states tourists won't come if the traffic situation doesn't improve.

Somehow I was always able to link promoting tourism to increased traffic, and the last I knew there was a chamber of commerce feverishly working to make Cape Cod into a four-season destination.

Never content with what they have, these organizations seek to promote this once-beautiful place to death.

I would like to see a retail store like Home Depot or BJ's located here, where the locals might get a price break on essential items instead of any more touristy-trinkety-oriented businesses catering to seasonal visitors. The gridlock we are already starting to suffer wasn't caused by "big-box" stores, because we don't have any down here. And a large vacant store would be ideal for a new tenant like Home Depot, as it wouldn't require new construction.

Let's do something here for the benefit of the local consumers for a change.

RONALD B. HELD
East Sandwich

BUSINESS

SUNDAY

JULY 7, 2002

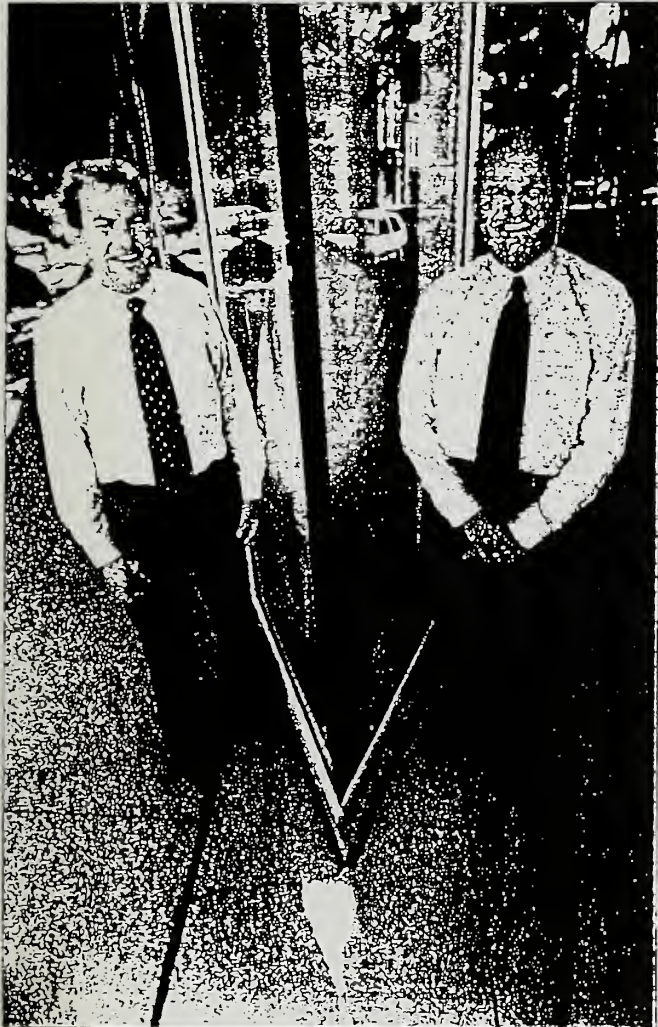


Photo for the Tribune by Anthony Robert La Penna

President Mark Seigle (left) and Chairman Harry Seigle are brothers and co-owners of Seigle's Building Centers, which has survived and thrived amid an onslaught of competition.

Seigle's constructs new success model

Real estate, focus shift aid building supply center

By Susan Chandler
Tribune staff reporter

The future looked pretty bleak for Seigle's Building Centers a decade ago when price-slashing rivals Home Depot and Menards rolled into the Chicago market.

Seigle's, an old-line, family-owned building products chain, was no match for Home Depot's sprawling stores and low prices or Menards' aggressive advertising. Indeed, Seigle's rival Handy Andy and a bevy of small hardware store owners eventually threw in the towel and closed up shop.

Rather than becoming another victim, Seigle's is thriving. Although it hasn't been an easy transition, the company retooled its traditional business and jumped into another that is far from the lumberyard—real estate development.

"When people say, 'What impact has Home Depot had on Seigle's?' I tell them it was the best thing that ever happened

to us," said Harry Seigle, who co-owns the Elgin-based company with his brother Mark. "We really re-engineered our operation. It not only saved our business, it helped us prosper."

The numbers don't lie. Despite the recession, 2001 was a record year for Seigle's, which racked up \$215 million in sales of building supplies, up 10 percent from 2000.

Credit the nation's home building boom, and Seigle's decision to downplay its consumer business, which once contributed 50 percent of sales, and focus on supplying large-scale home builders such as Pulte Homes.

Pulte recently received approval to build a subdivision of more than 1,000 homes in Bolingbrook, and that means big demand for the doors, windows and roof trusses that Seigle's manufactures in facilities around the Chicago area.

By concentrating on a handful of large buyers rather than the do-it-yourself market, Seigle's has been largely able to stay out of the way of Home Depot and Menards. Those much larger chains cater mostly to home owners and contractors

PLEASE SEE SEIGLE'S, PAGE 2

SEIGLE'S: Catering to professional builders

CONTINUED FROM PAGE 1

who specialize in remodeling projects, a more fickle, price-oriented crowd that requires substantial marketing dollars to reach.

Emblematic of the new orientation: Seigle's changed its slogan from "Your Home Team" to "The Professional's Choice" in 1995. The company now operates four centers geared toward builders, two retail showrooms and an outlet store in the Chicago area.

Although the shift to serving home builders appears prescient now, Seigle is humble enough to acknowledge that timing had a lot to do with the strategy's success.

"There's an old saying: Don't ever confuse intelligence with a bull market," Seigle said. "We've had a bull market. Home building has been very strong for the past six or seven years."

Real estate's development

But Seigle doesn't need to be modest about his company's successful foray into real estate development, even though it wasn't exactly his idea in the first place.

Back in 1990, Seigle's bought the Anzalone Building Center,

which was sitting on a 4.5-acre parcel at the corner of North and Clybourn Avenues in Lincoln Park, and changed its name to Seigle's. It was a scruffy corner where few local residents ventured on foot, but one in which many were happy to drive when they were remodeling a kitchen or bathroom.

Seigle didn't know it, but the Clybourn industrial corridor was on the verge of becoming one of the hottest retail zones in the city.

"I'd rather be lucky than smart any day," Seigle chuckles.

In the mid-1990s, Gordon Segal, owner of housewares emporium Crate & Barrel, saw the possibilities and approached the Seigle brothers about creating a shopping center of home-related retailers on their property.

Accounts differ about whether Segal had the opportunity to buy the land outright, but the outcome isn't in question. Seigle's became Crate & Barrel's landlord.

Not owning the property may be one of the few regrets that retail legend Segal has.

"Now, looking back, he realizes it was an error in judgment," said Crate & Barrel spokeswoman Bettie Kahn.

Holding on to the real estate turned out to be a boon for the Seigle brothers. Crate & Barrel and the Container Store likely pay in the neighborhood of \$1 million a year in rent, real estate sources estimate.

Seigle declines to say how much money his company has made from the development, although he acknowledges it generates a "significant" amount of revenue.

"In the '90s, you wouldn't walk near the intersection because it was so dilapidated. Now you can't walk there because it's so crowded," Seigle said.

While Crate & Barrel was in the process of building its limestone flagship where Seigle's had once been, a new smaller Seigle's specializing only in cabinetry took shape next door. The Container Store, a hot retail chain from Dallas, decided to locate on another corner of the parcel, also becoming a tenant of Seigle's.

Land of Nod's new landlord

Now Seigle's is on the move again. By the middle of next year, the space that Seigle's currently occupies will be home to a Land of Nod store, an upscale children's furniture and accessories catalog company in Wheeling in which Crate & Barrel has taken a 50 percent stake.

Seigle's is moving nearby to 1617-21 N. Clybourn Ave. where it will build a smaller version of its cabinet store at street level with four residences above to blend in with the neighborhood. The new structure will echo

some of Crate & Barrel's architectural features, including limestone and metallic front.

"We think we can operate more efficiently in a small space than the 10,000 square feet we currently occupy," Seigle said. "Both as real estate developers and owners, it made in most business sense to accommodate Land of Nod."

A natural transformation

Seigle's transformation from building supply retailer to developer may seem unusual, but it's not really, according to Bruce Kaplan, president of Northern Realty Group Ltd. Chicago retail real estate brokerage.

"These companies are buying on the periphery of established core areas. That's where they can afford to be," Kaplan said. "Next thing you know, civilization overruns them. They can

'In the '90s, you wouldn't walk near the intersection because it was so dilapidated. Now you can't walk there because it's so crowded.'

—Harry Seigle, chairman,
Seigle's Building Centers

out there and move to the next edge on the path of progress."

In fact, one of the country's largest developers got its start in much the same manner. Back in the 1920s, Forest City Enterprises in Cleveland supplied lumber to Polish immigrants who were building garages for the growing number of people who owned cars. In the 1930s, the company began to buy and sell large amounts of land to developers, and after World War II, it became a developer itself.

Today, Forest City is a \$1.5 billion firm traded on the New York Stock Exchange that develops commercial and residential real estate around the country. In addition to renovating Times Square, it currently is involved in building a new headquarters for the New York Times and redeveloping a 7.5-square-mile parcel of land that was formerly Denver's Stapleton Airport.

Seigle's has nothing so grandiose in mind. The company has assembled a 25-acre parcel at 955-977 W. Cermak Rd. in Chicago's Pilsen neighborhood. Currently, a Seigle's lumberyard and window distribution center occupy 6 acres, but the rest of the land is being marketed as an industrial park called "South River Park."

In Elgin, Seigle's is currently negotiating to move a cabinet distribution facility to a much larger location in the Fox Valley. When that happens, Seigle's is likely to begin developing its Elgin site for other tenants.

For now, Harry Seigle isn't interested in developing real estate beyond the company's 11 current sites in Northern Illinois. And with both the building-supply and development businesses performing well, he doesn't have to be.

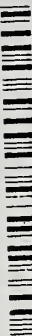
"We find if we pick the right location, the highest and best use of the land isn't necessarily a lumberyard," Seigle said.



Fl. Myers, FL
News - Press
Fl. Myers
Met Area

Monday D 89,818

JUL 16, 2001



N1800

LUCE PRESS CLIPPINGS

Newcomer welcome

Home Depot's impending move to Bonita Springs across Bonita Beach Road from Flamingo Island Flea Market is great news for the city of Bonita Springs! As well planned growth occurs in Bonita Springs, residents who often need to venture outside the Bonita area to shop will stay in Bonita and this community will flourish.

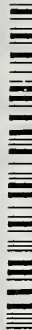
The management, staff and 200 vendors of Flamingo Island welcome Home Depot to the neighborhood!

GENE VACCARO
General Manager
Flamingo Island Flea Market
Bonita Springs

Easton, MD
Star - Democrat

Thursday D 16,140

MAR 22, 2001



N3058

LUCE PRESS CLIPPINGS

Talbot should allow home centers

The legislation before the Talbot County Council concerning home improvement centers should be enacted. The LI zone is located close to Easton but isn't like the more intensely developed commercial areas downtown. This is the most suitable spot for this type of retail.

By clearly stating there is a permitted area for home improvement centers, the county council would be responsive to a large number of citizens in this area who presently drive to the Annapolis or Salisbury Home Depot, myself included. Having goods and services you want or need as close as possible improves the "quality of life" we hear so much about.

Those folks so offended by the prospect of these stores in the Town or County can simply not patronize them. But for the many Talbot citizens who would like these stores, the County Council would be doing a great service by passing a bill which allows one area of the county, near the population center, where they can build.

Modern home improvement centers can be environmentally sound and attractive. They shouldn't be excluded from the Talbot retail scene for lack of zoning.

HERB HASCHEN, Easton

EuclidSunJournal

THURSDAY, DECEMBER 14, 2000

Building city coffers *City leaders eye positive economic impact of Home Depot's arrival*

By RAY JABLONSKI
Staff Writer

EUCLID — Mayor Paul Oyaski views last week's opening of The Home Depot on East 200th Street as an event nearly a quarter-century in the making.

"It's personally significant to me that the Home Depot investment has occurred on that site because it was 23 years ago next month that I attended my first meeting on city council," Oyaski said.

When he joined council in 1978, the body was engaged in discussions on how to develop the least 200th Street area, which at that time was filled with homes built in the World War II era.

That same year, a small home improvement retailer called The Home Depot opened its first store. Little did anyone know at the time that the company would grow into the world's largest retailer in that category.

And who would have guessed back then that this home im-

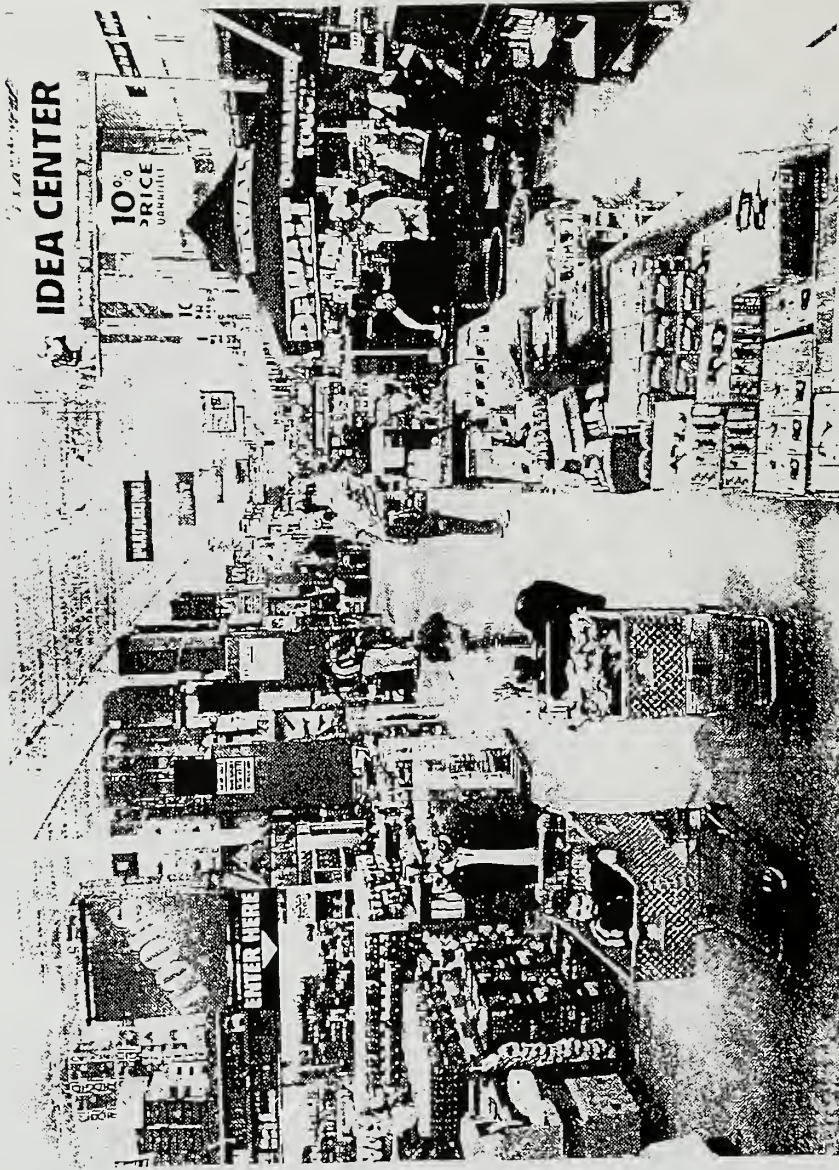
provement giant would open its doors on land that was then occupied by the Gateway Condominiums? But both things have happened and the city will be a big beneficiary.

Kory Koran, director of community services and economic development, said the city will receive nearly \$200,000 in revenues from The Home Depot through income and property tax revenues. Although larger employers such as Lincoln Electric and Rockwell Automation provide more money for the city's coffers, the amount generated by The Home Depot is no small change.

"It's a big bonus," Koran said. "This definitely helps."

Koran said 130 full-time and 43 part-time employees will be employed at The Home Depot, generating a total estimated annual payroll of \$4.3 million. That amounts to \$120,000 in income tax revenues for the city each year.

Additionally, the approximately **See COFFERS, page A5**



SUN PHOTO BY THOMAS NELSON

Cleveland residents Rob and Lorena Miller shop the new Home Depot on East 200th Street in Euclid with their children, from left, Jimmy, 4, and Brandon, 2, in tow. The Millers were among many area residents who have flocked to the new home improvement superstore since it opened Dec. 7. The 118,000 square-foot store is stocked with up to 50,000 different items and features a design center, tool rental center

White Plains, NY
Central Journal News
New York City
Met Area

Tuesday 0 30.343
NOV 28, 2000



Past fears prove to be exaggerated

With all the invectives being hurled at the proposal for an IKEA store in New Rochelle, I would like to submit the following facts:

■ When Home Depot was proposed for New Rochelle, the people in Pelham were up in arms about the traffic problem of gargantuan proportions it would create. Home Depot is there and, lo and behold, traffic is still moving as before.

■ For countless years, there were articles in the newspaper about the proposed Stew Leonard's in Yonkers. That was an odyssey that endured for seemingly endless years. The stores are there and traffic accommodations were made, and Yonkers is still on the map.

As far as all the money people will lose on the value of their houses, why don't the pundits check with the homeowners down Weyman Avenue from Home Depot and see how they were affected. I think not at all.

Obviously, any people being displaced should be well compensated for their property and their trouble.

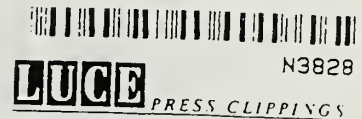
There are always people who want things to stay exactly as they are. Things go forward or backward, nothing in between.

The area in question is not exactly the garden spot of New Rochelle.

Harold Greenberg
Tarrytown

East Brunswick, NJ
Home News Tribune
Middlesex
Met Area

Monday 0 80,000
JUN 26, 2000



Home Depot helps spruce up street

By TED SERRILL
STAFF WRITER

MILLTOWN — The Milltown Garden Club intends to plant flowers in front of the borough rescue squad building on South Main Street with a little help from Home Depot.

Home Depot stores in the borough and Edison donated 60 40-pound bags of top soil for the project, which is expected to add more color to Main Street.

Garden Club President Janice Scelsa said members appreciate the donation. She said the top soil was in torn bags, but the club realizes it could still have been sold by Home Depot at reduced prices.

The bags of soil lie on the site of the planned garden. Last year, squad members attempted to plant a small garden there, but it didn't work out.

"Geese ate the flowers," said squad treasurer Michael Smith.

The Garden Club is expected to know how to keep Canada geese away.

Most of the flowers to be planted will come from club members' own home gardens, said Scelsa. And contributions will be sought, she said.

Gaithersburg, MD
Germantown Gazette
Washington DC
Met Area

Wednesday W 21,441
JAN 3, 2001



Hardware with a heart

I wish to comment on how Home Depot serves the community. On Dec. 21, I went to the home of a Meals on Wheels recipient. He was wearing a blanket around his shoulders and had no heat in his house. He is nearly 80 and has very little.

When I left him, I went to the Ger-

mantown Home Depot. I told a woman manager about him. With no further discussion or questions, she left me and returned with a heater. I was very impressed and wish to acknowledge their willing involvement.

Nancy Ide, Germantown

Coffers

from page A1

\$8 million spent in building construction equates to \$170,000 generated in property taxes annually. Because no tax abatements were granted to The Home Depot, the Euclid City School District will receive \$100,000 and the city will receive the rest.

"A large percentage of the benefit goes to the schools," Koran said.

Cleveland City Council President Michael Polensek, D-11, believes The Home Depot and the new Rick Case Honda dealership, under construction next door and scheduled to open in the spring, will provide a great economic boost to the East 200th Street area, which includes portions of his ward.

"With that Home Depot development and Rick Case, we have an opportunity for major retail development in that area," Polensek said.

Another aspect to the economic boom is the recently completed reconstruction of East 200th. Polensek

said the businesses on the street struggled during the project, but are reaping the rewards now.

"I'm really appreciative to the businesses who weathered this street closure and all the construction that took place," Polensek said.

While the city and the schools will greatly benefit from The Home Depot, residents in Euclid, Cleveland and surrounding areas will also feel positive effects from the retailer.

"We are really good neighbors," said store manager Steve Williams.

Store employees, most of whom live in Euclid and Collinwood, will regularly give back to their communities through projects focused on affordable housing, at-risk youth and the environment. This is done through Team Depot, an organized volunteer force developed in 1992 to encourage volunteer activities within the communities The Home Depot serves.

"When we get involved in a project, we really get involved," Williams said. "Everybody volunteers their time for these projects. We're there as a support mechanism."

The company has an additional

philanthropic budget of over \$25 million, which is directed back to the communities it serves through a Matching Gift Program.

Two Euclid organizations have already experienced benefits from The Home Depot. During the Dec. 6 "board cutting" ceremonies, checks were presented by the retailer to the Euclid Police Athletic League Weed and Seed Program and the Euclid Schools Foundation.

Of course, there are also the obvious benefits of The Home Depot that every customer will realize.

The store is 118,000 square feet in size and contains up to 50,000 different kinds of building materials, home improvement and lawn and garden products. The Home Depot will cater to do-it-yourselfers and professionals in the areas of home improvement, construction and building maintenance.

Special services such as commercial credit programs and on-site delivery are available for professional customers while amateurs can take advantage of free do-it-yourself clinics held on a periodic basis. Williams said classes at Home Depot University will be held there and kid's workshops will be conducted. The first kid's workshop is scheduled for Jan. 6.

"Kids can come in and make different items," Williams said.

In addition, a professionally-staffed design center will be located inside the store, offering free in-store consulting for many home improvement projects ranging from computer-assisted design for kitchens and bathrooms to carpeting and lighting.

The Euclid Home Depot, though, also brings with it some features that cannot be found at other Home Depots.

A tool rental center is available, allowing customers a chance to try

out a tool for up to 24 hours before buying it. A small section of the store is devoted to the most recent designs in lighting fixtures. And up by the cash registers, department-specific vignettes are in place showing customers some of the projects The Home Depot can help them accomplish.

"We wanted our customers to know we can do things at Home Depot to help them with many types of projects," Williams said.

The biggest of the new-to-Home Depot features, Williams said, is a special-order, high end design center is on the premises, giving customers a chance to see top-of-the-line room designs that are usually only found in store catalogs.

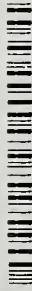
"It's going to allow customers to see some of the high-end quality products that Home Depot offers," Williams said. "Now you can actually feel and touch them."

The Home Depot, ranked by Fortune Magazine for seven consecutive years as America's Most Admired Specialty Retailer, boasts fiscal 1999 sales of \$38.4 billion. The Euclid store is located at 877 E. 200th St. The store will be open Monday through Thursday, 6 a.m. to 10 p.m.; Friday, 6 a.m. to 11 p.m.; Saturday, 6 a.m. to 10 p.m. and Sunday, 8 a.m. to 8 p.m.

277
Hackensack, NJ
Sunday Record
New York City
Met Area

Sunday 8UN 198,524

MAY 5, 2002



N3812

LUCE

PRESS CLIPPINGS

A change of name, but not of the idea

Goodbye Villager's Hardware. Hello Home Depot Lite.

"Home Depot Lite" is what the hardware trade press and even some members of the Home Depot family are calling the smaller stores now being opened by the home repair behemoth.

The last time Home Depot tried the small, neighborhood store concept, it was called Villager's Hardware.

Four experimental Villager's stores were opened — all in New Jersey — beginning in 1999. A Villager's Hardware opened in Saddle Brook in August 2000.

On Thursday, Home Depot drove the final nail in the Saddle Brook Villager's coffin and held a grand opening for the new Saddle Brook Home Depot store.

"I'm delighted to be here — again," said Saddle Brook Mayor Karen Chamblain, noting that she attended the Villager's ribbon cutting not too long ago.

The sign outside the store changed three weeks ago, and last week employees turned in their blue Villager's aprons

for the bright orange Home Depot version. The store still looks more like a Villager's than a Home Depot, with low shelves, bright lighting, and wood- and tile-covered floors. There isn't a beeping forklift in sight. It's a cuter, homier Home Depot, and for the time being, at least, it's the Home Depot of the future.

Last month, Home Depot unveiled its first "Home Depot Lite" store (Home Depot prefers the phrase "neighborhood format store") in the Mill Basin section of Brooklyn and announced that its Villager's Hardware stores would become smaller-scale Home Depots.

When New Jersey was picked as the testing ground for the Villager's concept, Home Depot executives proclaimed that they were "re-creating the hardware store," Villager's, they said, would fill the niche left by the demise of the Channeled and Rickel's hardware chains. While Home Depot would be synonymous with "home improvement," they said, Villager's would specialize in "home enhancement" and cater to customers who would rather buy a wastebasket or a shower curtain than Sheetrock or ceiling tile.

The Saddle Brook Villager's received rave reviews from local shoppers. Fans of the store liked the smaller size and

found it to be easier to shop, more convenient, and less frightening than Home Depot. The Home Depot connection was downplayed to the point where most shoppers didn't seem to realize Villager's was part of the Home Depot family.

Home Depot's new president, Bob Nardelli, hails from General Electric, where "branding" — building a strong identity for your corporate brand — is the credo, and retail analysts see the decision to drop the Villager's experiment as a drop to focus on the Home Depot brand and name.

Joe Caracciolo, manager of the new Saddle Brook Home Depot and former manager of the Saddle Brook Villager's, acknowledged that shoppers often didn't realize Villager's was connected with Home Depot. "That was one of the reasons we made the change," he said.

"During the three years that we operated Villager's Hardware, we learned a lot about how to run a small store," said Caracciolo. "But despite its successes, it simply didn't make sense to support two retail brands in the marketplace."

Customers shopping at the re-named store Thursday didn't seem to care what the store was called, saying they liked the location, the easy-to-

navigate parking lot, and the level of service at the store.

Danny Sabatello of Hawthorne, waiting patiently while his wife, Connie, looked at a display of food processors, said they have been Villager's customers since it opened and plan to continue shopping there, mostly because of the convenience and service. "They'll run all over the store to help you," he said.

But Sabatello, demonstrating the impact of the Home Depot brand identification as a discount, said he was surprised that despite the new name "the prices are the same. I thought it was going to get cheaper."

While retail analysts can debate the wisdom of investing millions in building the Villager's brand, only to drop the concept within three years, one sure winner of the name change game was the Challenger baseball league of Saddle Brook. The league, which serves disabled youngsters throughout North Jersey, received a \$3,000 donation from Home Depot as part of its grand opening celebration on Thursday.

Others who had reason to celebrate Thursday were the independent hardware store owners. Three years ago, they got the word that Home Depot was aiming for their customers with its version of

a "mom and pop store." I interviewed some of those owners at that time, and most predicted they would outlast Villager's. As Madeline Tummello, the "mom" of one of those mom and pop stores, R&M Hardware in Pompton Lakes, pointed out, the small independents have something Home Depot can't provide — the mom and pop owners.

Barry Fiadkin of Ludewig's Hardware in Teaneck was nonchalant about Villager's arrival three years ago. "We survived Rickel's, we survived Channeled, they hit us all and they're all out of business and we're still here," he said then.

On Thursday, when told of the Villager's swan song in Saddle Brook, he said he was reminded of an old song that campers used to sing at his grandparents' bungalow colony: "I hate to see you go, I hate to see you go, I hope to see you never come back, I hate to see you go."

Do you have a shopping story, suggestion, or complaint? You can contact Joan Verdon, The Record's shopping reporter, by phone at (201) 646-4419, by fax at (201) 646-4047, by e-mail at verdon@northjersey.com, or by mail at The Record, 150 River St., Hackensack, N.J. 07601.



JOAN
VERDON
SHOPPING



Springfield - Holyoke
Met Area

Saturday

D 14.400

AUG 24, 2002



LUCE

N2956

PRESS CLIPPINGS

Hurrah for Home Depot

Here we go again! Al Norman is doing his thing (again) with his anti-sprawl campaign. Now his target is Home Depot. Enough, already! Sadly, Ames is closing. This store filled the needs of many people because of its location, merchandise and affordability. Now Greenfield is without any large discount store.

How great it would be to have a Wal-Mart, Target, or Kohl's. But with Greenfield's anti-business reputation and Al Norman's stand toward large retailers who would be willing to locate here and deal with multi problems. The exception is Home Depot, who is willing to chance it. A high five and hurrah for Home Dept.

To our elected and appointed officials, wake up! Stop nitpicking. Also, we don't need anymore of Al Norman's stirring the pot and acting as though he is the chosen voice of the people.

Let's move forward. Welcome, Home Depot. Economically, this town needs new businesses.

Writing as a concerned Greenfield citizen,

BERNICE CAHILL
Greenfield

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[Article 8](#)

[Return to Headlines](#)

Business; B

Rod Vought, manager of Damman's newest store in Macomb Township, helps customers with patio furniture, a service that keeps the hardware competitive.

Family-run hardware staves off franchises

Neal Haldane

03/28/2002

The Detroit News

Page 02

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MADISON HEIGHTS -- Damman Hardware survived when Builders Square and Home Quarters entered and left the market. And Rick Damman, president and CEO, has the company moving forward as it competes against Lowe's and **Home Depot**. The company's newest 22,000-square-foot store just opened in Macomb Township, replacing a smaller outlet in Warren.

"We've had competition in varying forms all along," said Damman, whose grandfather opened the first store in Detroit in 1920.

But the competition has become stiff. Lowe's has 21 home improvement warehouses in Michigan with four more under construction as the company embarks on its most ambitious expansion program in its history. **Lowe's** entered Michigan in 1994.

Home Depot has opened five Michigan locations since October and has 53 stores in the state. The company entered Michigan in the mid-1990s and plans to open three new stores this summer, including one in Auburn Hills.

Not to be outdone, Damman has been busy the last few years increasing the size of its stores in Grosse Pointe, Rochester and Farmington, and opening its new Macomb Township store.

"Our business mission is simple," said Damman about his 17-store chain. "Damman Hardware is a hardware retailer focusing on convenience and customer service."

The customer base is 96 percent homeowners and half of shoppers are women, he said. The larger chains have lured away members of the building trades, who are drawn to the selection of tools, Damman acknowledged.

"The professional is probably where we're impacted the most, but we just don't have the room," he said.

Instead, the company is focusing on outfitting the home.

"People are gravitating toward their homes and we will be carrying more home decor," he said. "We do a heck of a good grill business. We also assemble and deliver grills for free. We really drive the

customer-service aspect."

That customer service comes from a staff of 250 associates, who have a stake in the firm through an employee stock plan, he said.

Damman also credits the company's inventory control system that lets personnel track "the profitability of each item at each store."

Stores such as Damman Hardware have been able to succeed by knowing the market, said Ellen Hackney of the National Retail Hardware Association.

"You have to look at your market and figure out what your customers want and need," Hackney said. "Sometimes, it's service. Sometimes it's a convenient location. Sometimes it's a niche product."

Damman Hardware

- * Headquarters: Madison Heights
- * Employees: 475
- * Started: 1920 in Detroit
- * Stores: 17
- * Information: www.dammanhardware.com

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Will shoppers make tracks to Home Depot?

FRONT PAGE

By Daniel Wolfman
STAFF WRITER

On April 25, home and garden colossus Home Depot will officially open its doors at the Arsenal Mall, giving weekend gardeners and do-it-yourselfers a new shopping alternative, and small local businesses huge competition.

Surprisingly, owners of some of the small local businesses seemingly most vulnerable to the arrival of a nationwide hardware superstore are, at least outwardly, calm.

Manny Aloise, owner of Coolidge Hardware on 662 Mount Auburn St. — the only hardware store left in town, until next week — said, "I don't think [Home Depot] will affect our business in any way. Initially people will be curious, but our customers like us for our service."

His store employs seven full-time people, the newest of whom joined seven years ago. The store itself,

which Aloise has owned since the 1989, has been around since the 1930s. By contrast, the brand-new 150,000-square-foot Home Depot expects to have about 250 employees.

Karen O'Neil, spokeswoman for Home Depot, said that in the past, the chain's arrival has often actually helped small businesses, who suddenly find themselves receiving Home Depot's leftover customers.

Which is exactly what happened in Quincy in the mid-1990s, when Home Depot opened one of its first stores in the state about 2 1/2 miles from a longtime local business, Curry Hardware, which is only about 5,000 square feet.

"People told us the first year would be the worst," said co-owner Sean Curry. "That we'd be hit by 30 or 35 percent, with layoffs." To avoid that fate, the store studied Home Depot's strengths and weaknesses, modified

HOME DEPOT, page 6

Needham, MA

Watertown Tab & Press

Boston
Met Area

Thursday

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APR 18, 2002



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PRESS CLIPPINGS

Local businesses not scared by Depot

HOME DEPOT, from page 1

their approach — they stopped selling expensive power tools, for example, and started repairing lawn-mowers — and kept their doors open. The year after the mega-store opened, Curry Hardware's business was up by 12 percent. Since then, the increases have gotten even bigger, growing by at least 20 percent per annum.

The keys, said Curry, have been to keeping hiring experienced salesmen, sell unique, hard-to-find products, and offer services that Home Depot doesn't have. But Curry added that the story hasn't been so happy elsewhere in Quincy, with other hardware stores having to close shop in the years since Home Depot arrived. In Curry's opinion, the difference was largely about how open to changing their styles those stores were — and weren't.

Coolidge Hardware's Aloise says he has no plans to make widespread alterations. He already withstood Home Depot's com-

ing to Waltham, and is confident his customers — 97 percent of whom, he said, he knows by face — will remain loyal to his store. Moreover, he said, his prices are "very competitive" with Home Depot's.

Dick Mackin, owner of Sierritt Lumber, which has a store at 110 Arlington St., is similarly upbeat. "I think I really don't compete with Home Depot. They're more for do-it-yourselfers, and our customers are more contractors. We absolutely welcome them because it brings more people to the town... And people find that Home Depot doesn't give things away. They're not as cheap as some people think."

Whether traffic in town will be adversely affected is another matter. "I personally think it will be a major problem," said Aloise.

Last October, Home Depot spokeswoman Shelly Shumaker said that the store had conducted an "environmental impact survey" to gauge how much traffic the town could withstand, and found that

Home Depot could fit in comfortably. Moreover, Ann & Hope, Home Depot's predecessor, actually occupied more space than the new store will (Linens and Things will be moving into the remaining area).

Courtney Cappallo, the Arsenal Mall's marketing director, and the only person authorized to speak on behalf of the mall according to one mall employee, could not be reached before deadline.

Home Depot will have a "wood-cutting ceremony" on April 24 which local officials and dignitaries, including Town Council President Clyde Younger, will attend. There, the store will make a \$15,000 donation to the town's after-school programs. On Saturday, New England Patriot Jermaine Wiggins will be at the store signing autographs.

Daniel Wolfman can be reached at dwwolfman@cnc.com.

Greenville, RI
Observer
Providence
Met Area

Thursday

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DEC 6, 2001



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Home Depot

Continued from page 1

which keeps them shipping all over the state, as well as in nearby Connecticut.

While an estimated 75 percent of their business is with contractors, they still offer the same personal approach to everyone who enters their doors.

"Maybe it's the service, or the help we give people," explains Mr. Brayton.

"Contractors can come and sit at the counter and talk about their projects, and we'll help them. There's no rush here. And there's a certain amount of customers who like the 'small store' atmosphere.

We're not worried a bit."

Ironically, one of their major delivery areas is in Warwick, right down the road from a Home Depot. That is simply the result, he added, of being willing to give loyal contractors what they need, when they need it, a service which both Country Builders and Douglas Lumber make a point of providing.

"Most contractors are very loyal to the yards they do business with," he adds. "So we work to supply stuff to where they are."

"The customer loyalty would definitely be a factor," adds Ms. Picozzi. "We're not worried at all."

Add to that free delivery with few restrictions, another of their services, which the smaller stores

Local stores undaunted by Home Depot

By Dick Martin

Santa Claus may be on his way to North County, but so is Home Depot, scheduled to open its doors in January at the Crossing at Smithfield.

For local businesses it is the kind of arrival that can send a chill up their spines, not unlike the arrival of Old Man Winter, but they are hoping the megastore will have little if any effect on their trade.

"I can't imagine it's going to affect us any more than the one in Warwick did," says Gordon Brayton, manager of Country Builders in Scituate.

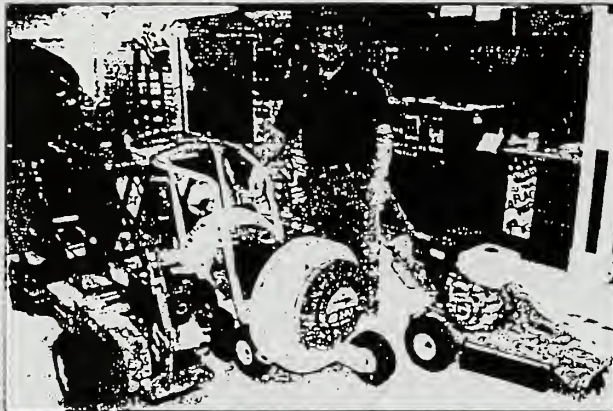
"In fact, since the Home Depot has been in Warwick, our business has grown."

Local businesses pretty much agreed that they are counting on their smaller size, customer service (as well as customer loyalty), and quality of merchandise to allow them to survive.

Though Home Depot may offer aisles of selections and special bargains, local business owners also noted that customers will still have to negotiate the Route 44 traffic maze, deal with giant parking lots, and in some cases, lines to get what they want.

"I don't think they'll have much effect on our business," says Cheryl Picozzi, administration and marketing manager for Douglas Lumber in Smithfield. "Maybe we'll even get some of their customers!"

Both Douglas Lumber and Country Builders explained that a good deal of their customer base



AMONG the services which Greenville Hardware provides its clientele is an extensive rental department. Owner Ron DePault thinks this kind of service and the personal touch will keep his customers coming back even when Home Depot opens nearby sometime next month. (Observer photo by Albert Tavakalov)

was made up of contractors. Smithfield?

Douglas Lumber, in particular, noted that 90 percent of their business is with contractors, contractors who have been with them a long time.

"There are plenty of hardware stores surviving quite well within the areas where Home Depots are located."

- Ron DePault

long time.

Their delivery range, added Ms. Picozzi, extends all over the state, as well as into nearby Massachusetts, including the Attleboro. Why do customers bypass places like Home Depot in Attleboro to buy at Douglas Lumber in

with our vendors. We have good quality products"

Mr. Brayton agreed in terms of his own business, adding that customer service was a prime ingredient of their current success,

Continued on Page 20A

Ron DePault, Greenville Hardware, which has been in business for over 100 years, is hoping to continue that tradition. One of the businesses closest to the Home Depot location, Mr. DePault is hoping his store fills a certain niche for customers, just as Dave's Market Place does, despite the looming shadow of Super Stop and Shop.

"There is always going to be a need for a small outfit," concludes Mr. DePault. "They're looking for the quality."

Greenville Hardware has already survived one challenge when a large hardware chain moved across the street from them at one point, occupying the building they now occupy.

Though some predicted the demise of the smaller store, Greenville Hardware hung on, outlasting the larger competitor and eventually even expanded to offer more to customers.

Among the offerings are exclusive contracts with Benjamin Moore Paint and Scott's lawn products, which customers won't find on the shelves at Home Depot. They also offer a wide range of rentals, from champagne fountains to forklifts.

"There is not much we don't have," says Mr. DePault. "We'll be there."

Mr. DePault, also, is slimmer for smaller stores, like Greenville Hardware. Still, he adds, there are smaller hardware stores which exist in the shadows of giants like Home Depot in other areas also.

Many of his current customers, he added, probably already shop at Home Depot for certain things, but Greenville Hardware's easy access, customer service, and location outside of the hustle and bustle of the Route 44-295 axis should help the store remain competitive.

When people need something simple or forget to buy something at the big store, it is often easier just to pull in and get it at the smaller

"Probably 85 percent of my customers already shop there to some degree," said Mr. DePault. "But no one remembers everything. That happens now. That's where we come in. We're not always a primary source, but if you make it easy for people to shop, they will. There's always someone here to help you."

One thing for sure, noted Mr. DePault, it will be the customers in the end who make or break his business.

There are plenty of hardware stores surviving quite well within the areas where Home Depots are located," he adds. "I just hope we're in that category. Customer put businesses out, not Home Depot."



N3068

OUR VIEW

Berlin ready for the Depot

■ Retail giant offers more choice

Berlin, having survived commercially the coming of Wal-Mart, is now ready to embrace The Home Depot, opening Nov. 23 next door to the Wal-Mart complex on Route 50 east of town. Home Depot and Lowe's are the Wal-Marts of the home improvement world. There are similarities between the companies — all are set up as giant warehouses; carry huge inventories of what seems like an endless variety of products; offer discount prices; and

emphasize variety, selection and inventory over personalized customer service. Not that they don't offer any customer service — they do — but neither is the sort of place you can walk into and have a clerk greet you by name, know what you need

IN SUMMATION

There is room in one town for big-box and smaller, locally owned retail establishments. Each makes its own unique offering to the buying public.

Just as large and small stores differ in what they offer and how it is presented, so do customers differ in what they are looking for, how they wish to obtain it and the sort of environment in which they wish to shop. Locally owned hardware stores might be hard-pressed to compete with Home Depot on the basis of price alone, but they can compete and survive based on their ability to maintain long-term relationships with individual customers. While some customers will flock to the store offering the lowest prices and really don't care whether anyone spends time helping them while they shop, others are happy to pay a little more in exchange for a knowledgeable clerk who is willing and able to advise them about what they need to get the job done.

The beauty of it is there's room for both kinds of retailer. Many customers will go to one place for some purchases and another for different items. Choice is good, and Home Depot will offer greater choice to its customers in Worcester County.

almost before you ask for it and have your order ready for free delivery in minutes. Instead, the attraction many customers find in these so-called "big box" stores is the opportunity to wander up and down the aisles, look for bargains and see all kinds of possibilities in the merchandise displayed.

Wal-Mart has been called a killer of downtown commerce because it offers everything local "mom and pop" businesses sell, but at cheaper prices. Entire communities have risen up in protest with the announcement that Wal-Mart was coming to town. And it's true that nationwide, many sole proprietorships have disappeared as a result of the inability to compete with the low prices featured by the huge discount retailer. But it's not universally true, and the reality is that smaller stores can and do survive and grow alongside big-box retail, by offering what Wal-Mart and Home Depot do not — specialty products and more personalized services.

Erwin

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Coming, NY
Leader

Monday

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DEC 10, 2001



LUCE

N4000

PRESS CLIPPINGS

LETTER TO THE EDITOR

Home Depot is welcome in Erwin

TO THE EDITOR | I was troubled to read in the Dec. 5 edition of *The Leader* that Debra Chesman (spokesperson for REWiND) stated Home Depot will not be welcome in our community. Nothing could be further from the truth! Home Depot is more than welcome here! Not only does this company have an outstanding reputation for their generous gifts to local charities and schools, they have also earned a reputation as a company that pays above average salaries to their employees. If we are lucky enough to have

Home Depot in Erwin, the company can create as many as 100 jobs ... and these would be jobs with family benefits, stock options and retirement plans, that many people in our community would greatly appreciate having. "Big box" stores also contribute a great deal to local tax revenue, so it would seem to me that while our local legislature is preparing to raise our property taxes by almost 7 percent, we could all appreciate a large, consistent tax revenue generator like Home Depot, coming to our town. But Home Depot's arrival not only helps our local community by employing people, donating to local chari-

ties, and being a strong tax revenue source ... they also have a well-earned reputation for being the undisputed leaders of the home improvement business, and they have earned this reputation by offering great prices, quality products, and truly knowledgeable service. I speak from personal experience, because I used to live in a town that was lucky enough to have a Home Depot, along with all the other home improvement stores like Lowe's, and Chase-Pitkins. I am looking forward to the opportunity to shop at Home Depot once again!

Colin Wolf
Painted Po

He can't win, but there are alternatives to closing

By FRANK BILOVSKY
ROCHESTER DEMOCRAT AND CHRONICLE

KATHY ECHTER HAS

been a customer at Penfield Hardware in the suburbs of Rochester, N.Y., for nearly 20 years.

During that time, the area's landscape has changed dramatically. Chase-Pitkin Home and Garden expanded its location 20 miles to the east into a blown home center store. The Goliath of the industry, Home Depot, opened a monster store a mile to the west.

Penfield Hardware owner Dave Meng was caught in a bit of a squeeze — a situation that is forcing many mom-and-pop hardware stores to close their doors, unable to compete with the prices and depth of selection the big guys offered.

But even when Home Depot was still just a rumor, Meng knew he had to do something or risk losing his business. So Penfield Hardware became the neighbor-

hood handyman.

"A guy at a seminar talked about it," he recalled. "He said, 'Think about the big boxes as a river. You can either be a fish swimming with them or you can be one of the ones floating upside down. It's your decision.'"

Meng's decision to add handyman service to his roster of in-store offerings — which already included glass and screen repairs — has kept his business swimming along.

"What I tried to do is find out what they didn't do — and do that," he said. "The growth of the business is on the handyman side."

It's about providing service, which is why Echter was at Penfield Hardware last month, picking up a lock that Meng had retrofitted for a new door at her home. The \$30 repair job would allow her to continue to unlock all her doors with the same key.

Locksmith service is just one niche — but hardly the biggest — that Meng has



Rochester Democrat and Chronicle

● Kathy Echter picks up a lock that Dave Meng, owner of Penfield Hardware, rebuilt for her. His Rochester, N.Y., business competes with the big chains by offering different services.

carved to co-exist with the giants. His staff does electrical wiring, plumbing installations and many other tasks for the time-compressed, two-income families that have become the staples of American society.

"If you don't change and make the necessary adjustments, the big guys are going to put you out of business," he said between customers in his 2,000-square-foot store. "You are really wasting your time

and energy trying to defeat them — because you are not going to. They have departments that are bigger than my store. But I've developed a way where we'll survive. In fact, it's not even a survival mode. We're thriving."

It helps that he has been involved with Penfield Hardware for more than two decades, first as the son of the owner. But it wasn't until he began doing those fly-under-the-big-guys-radar jobs about five years ago that the business really began to take off.

Other local hardware stores have added in-store services such as mower sharpening, screen repair and window repair. Some have added off-premises services such as lock installations.

But Meng has expanded the handyman concept enough to grab the attention of some national hardware and home center experts.

"He may have hit on one heck of a niche," said John Cashmore, a consultant at

Minneapolis-based Market Resource Associates, a research firm for the home improvement industry.

"We are seeing a great many mom-and-pop hardware stores throughout the country that are thriving in the shadow of Home Depot. What they are doing is they are offering (in-store) services that Home Depot doesn't offer, like window and screen repair and mower sharpening."

Meng and his staff became true niche marketers when they started bringing the store's services to the customers at rates between \$35 and \$55 an hour, hardware experts say.

"And I think he has the right approach," said John Caulfield, executive editor of National Home Center News, the industry's top trade publication. "If you have to resort to a house call, then you resort to a house call. If you can establish yourself in the market, it's not a bad way to go. I think he is on to something."

Asbury Park Press (New Jersey), April 2, 2000



LUCE

N4820

PRESS CLIPPINGS

DON SPATZ



David learns to get along with Goliath

I've often championed the cause of the smaller shops trying to stay in business after the big chain stores come to town. It can be done, I've said, if the shop finds its niche and customers can see how it differs from the big boxes.

Now comes a good example of a smaller competitor - A.D. Moyer Lumber & Hardware - that's not only still standing, but had its best sales year ever in 1999 despite a Home Depot opening up directly across the street from its Pottstown facility.

The results surprised even company owners Scott and Terry Moyer, and marketing director Ron Schock, despite the four years of preparation the company undertook to get ready for a battle it knew was coming.

"We were cautiously optimistic," Schock said. "We were relatively confident we would stand our ground. We knew we would lose some of the do-it-yourselfers, but we figured we would make it up on the contractor end.

"But we did not at all think... we would have our best year ever in 60 years of being in business."

What did A.D. Moyer do?

The company began preparing in 1995, Schock said. Although there were no plans for a home improvement giant to move into the area then, the company knew someday it would face a Lowe's or Home Depot.

Schock said he spent months researching how other independent lumber dealers reacted when faced with the same situation. He compiled a list of companies of similar size and product mix and interviewed them, by telephone and e-mail, to see what they did right, and what they did wrong.

Schock's report led management to plan what A.D. Moyer would do. But the plan would have been futile without a buy-in by the companies' 110 employees among its three facilities in Gilbertsville, Pottstown and near Birdsboro.

"We are fortunate to have a very tight-knit team of employees here who care about this company as if it were their own," Scott Moyer said. "None of the changes that our management team proposed would have mattered or even been possible if the employees hadn't believed in the company or the plan themselves."

A.D. Moyer had picked up more do-it-yourself customers a year earlier when Rickel Home Centers closed, but believed it would lose some of that crowd to Home Depot. It decided to focus more on its best customers - the contractors to whom it had been catering for years.

Thus, it hired more outside sales staff and invested in specialized builder-friendly equipment, such as a knuckle-boom truck (for better placement when it unloads its deliveries) and a computerized estimating system.

And it decided not to compete with Home Depot on the same brands. Instead, it changed to other brands of products and tools aimed at professional builders.

"We're not trying to be all things to all people," Schock said. "The places that went out of business (tried) to compete on the price issue."

It also ramped up its specialty services, such as custom millwork and custom ordering. And it adopted a slogan - "It's all about quality" - that Schock claims is not an advertising gimmick but the company's way of doing business and choosing products.

The plan worked: The builders carried the company, but it didn't lose as much of the do-it-yourself crowd as it thought it would, Schock said. And even Home Depot helped, by locating directly across the street and bringing customers to A.D. Moyer's end of town.

"We are much better off with them being across the street than across town," Schock said. "We've found that their existence actually has brought us more customers in some departments than we had before."

But he acknowledges the battle isn't over.

"We've got to change on the fly; we have to stay on our toes and change things as the business changes" and product or tool lines don't move, he said. "We're more cognizant of that now than we may have been in the past."

Don Spatz is business editor of the Reading Eagle and Reading Times. To comment, call Eagle Link at 610-376-6000, category 3010. Or e-mail us at dsatz@readingeagle.com

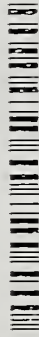
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MOORE

PRINTING SERVICES

Hardware is nuts and bolts of this family

◇ In business for more than 50 years, Black's Hardware recently opened a new addition.

By Linda Quinlan

You can't walk into Black's Hardware without encountering a member of the family.

Irondequoit's Black family has been in the hardware business since 1948. Its store is currently run by the third generation, brothers Todd and Roger Black.

The store is starting the new year with an additional 1,100 square feet of space at the 610 East Ridge Road location the business has called home since

10/79

day and age of super-stores. Todd remembers when his father, Irving, moved the store founded by his father, David, to Irondequoit. It was one of 12 neighborhood hardware stores in the immediate area. Today it's the only one left.

With a Home Depot scheduled to open later this year just a few blocks away on the Ridge, one might expect the Blacks to be worried.

"No, we run a unique operation here; we don't do things by the book," Todd said. "Between the three of us (him, Roger and their dad), we have over 100 years of experience in the business. That right there is an advantage."

The family and their employees know exactly what products to



STAFF PHOTO/LINDA QUINLAN

Irving Black (right) has operated Black's Hardware since 1948. Roger Black (left) and his son Todd also play a part

their new addition, complete with a skylight and a new entrance, opened its doors just this past Monday. It offers the Blacks the opportunity to supply their unique blend of skills in a more open, airy, brighter atmosphere.

"It makes a statement that we're here to stay," Todd Black said.

"We've outlived Hechlinger's and Grossman's, and we're holding onto our own, just like we're meant to," added his mother, Bernice Black. "We just keep doing our best every day."

Still, a family-owned and -operated hardware is a rarity in this

and can answer just about any question thrown their way, he said.

Among the store's specialties are plumbing parts, glass work, and screen and frame repairs and fabrication. They also have one of the longest service counters in the business, Todd said proudly, and a 30-foot-long display of fasteners - with just about any kind of screw or bolt you could imagine.

"Home Depot and Chase Pitkin even refer customers to us," he said. "Instead of fighting (the competition), we use our experience to our advantage."

Black

Continued from page 1A

Devoted to Irondequoit, which Irving and Bernice have called home for 37 years, the family even looks to the community for its employees - about a dozen - and for the professionals who helped them complete the recent building project.

The architect for the addition was Stuart Chait, who went to school with the boys at Irondequoit High; and the builder was

part in the business. The family is currently celebrating a major addition to the front of their store at 610 E. Ridge Road.

a small store, they can frequently save you money because they have so much knowledge and so many good ideas."

It's a feeling that appears to be shared by many: local residents, businesses, schools, churches, fire departments and others across the county and beyond.

While acknowledging they know many of their customers by name, "we get calls from all over," Todd said. "People hear about us."

See BLACK on page 2A

They also added a handicapped ramp and wider stairs leading up to a new main entrance on the side, right off the parking lot.

"This is exciting to us because we never had the room to display everything we had before," Bernice said.

She and Donna share finance and record-keeping duties for the business.

Bernice said the family is planning an open house for the expanded store in the spring.

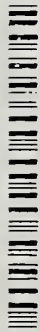
"Let's face it. Everyone needs a hardware sometime," Todd said.

Tim Spencer of Spencer Construction, another former classmate.

Todd is a 1975 graduate of IHS; Roger, a 1980 grad. Todd still makes his home in Irondequoit, now with wife Donna and their two boys, ages 3 and 5.

The recent project was only the second at this store, located in a renovated former house. The first was another addition in 1986.

"We had to follow the roof line, but with this new addition, we tried to do it in a way it would look more like a commercial building," Todd said. "A lot of thought went into it."



N4878

LUCE PRESS COPIES

For sale: family hardware store looks for buyer

By GRETCHEN METZ
Staff Writer

WEST GOSHEN — Parkway Hardware ServiStar is looking for a buyer.

After nearly three decades of selling hammers, making keys and installing garage door springs, the Reck family is selling out through broker William F. Conly & Son Inc.

It is not the onslaught of Home Depots, Lowe's or Wal-Mart's in the area, nor Chicago-based ServiStar's merger with True Value, owner Alex Reck said.

"There just comes a time," Reck said.

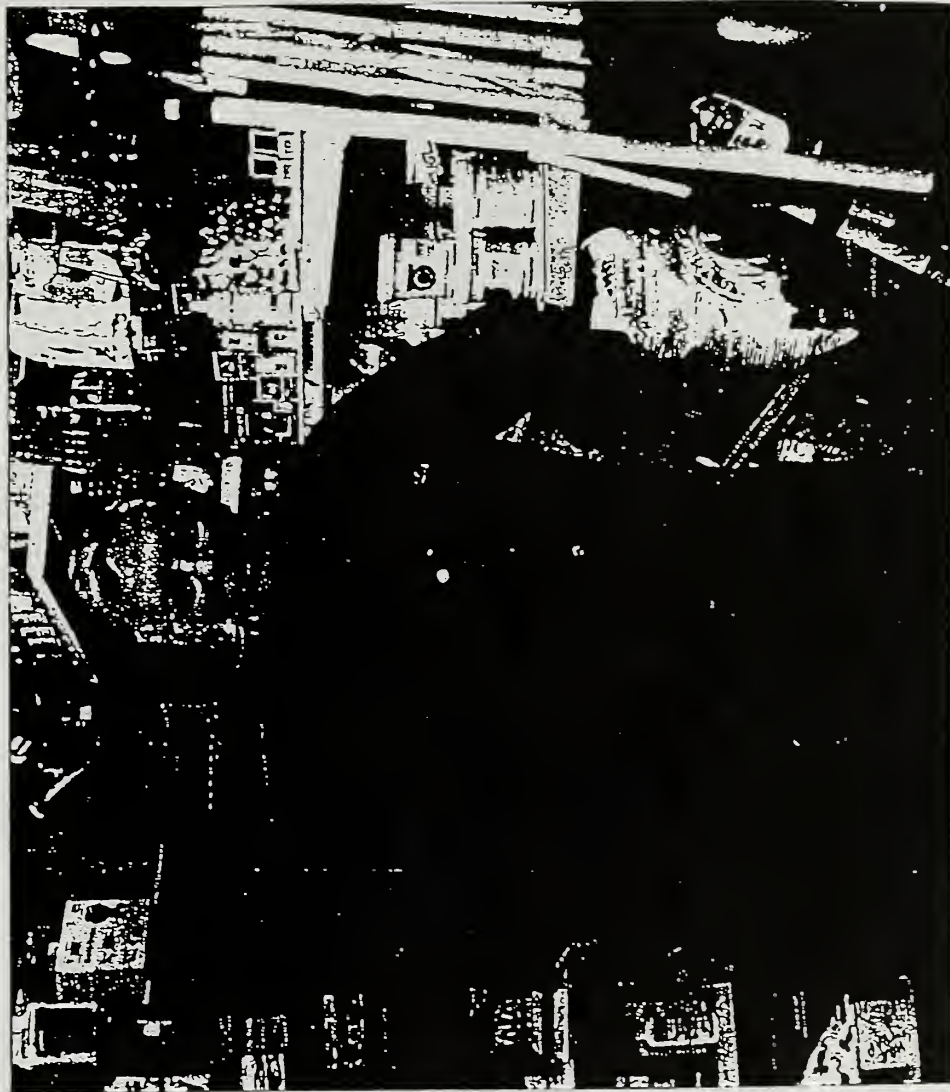
The reason is simple: Reck ex-

termination field, her sister Eva Binder, 31, is expecting her first child any day, and Reck's son owns a cable distribution company based in West Chester.

"Occasionally we get some time off," Reck said, "but my wife wants to retire, my daughter is having a baby and we just can't get people to run the business. The store is open from 9 a.m. to 6 p.m., no nights. In order to be open at night, I have to be here, too."

Competition from the national hardware chains is not the problem.

"It's got nothing to do with Home Depot or Lowe's, they are nowhere near what our opera-



planned, the chance to run want the family business, he cannot find a reliable manager and he and his wife, Ester are tired of working seven days a week.

Daughter Allyson Reck, 25, is in the public relations and en-

up nicely against them." Atlanta-based Home Depot has a new store in East White land on Route 30 and is set to open a second Chester County.

See HARDWARE, Page C5

Hardware

(From Page C1)

Home Depot in Ashbridge Square in East Caln on Feb. 3 on the site of the former Downton Farmers Market, about five miles west on Route 30 from its first store.

The difference between a family-run hardware and the superstore chains, Reck said, is personal attention. If the new owner wants to give personal attention, the business will continue to thrive. If not, it won't.

And it was not the name change from ServiStar to True Value which will come in February, Reck said. TruServ Corp. of Chicago acquired Butler-based ServiStar in 1990.

It was not being able to find reliable help that figured heavily into Reck's decision.

Reck said he hires college students from nearby West Chester University but said usually they

were more interested in lining up time-off than working.

Comly is advertising for bids. "If there's a satisfactory bid, we'll take it," Reck said, "if not, we'll find another way."

Once Parkway is sold, Reck, 63, an occupational engineer, plans to do consulting or possibly be a sales representative for his son's company.

While Reck's son is tired of traveling on business, Reck said he would like nothing better than crisscrossing the country on business after being tied to the hardware store since 1973.

Reck said his wife is looking forward to being a full-time grandmother after Binder has her baby. "I'm sleeping with my cell phone next to me," he said enthusiastically.

Over the years, Parkway Hardware found interesting ways to market its services from a radio home fix-up show, a home-improvement segment on the Discovery Channel taped last year and set to be aired in

March and an Internet site.

In fact, it was the Internet site that got Binder, who lives in Glen Mills featured in the e-commerce section of the New York Times.

"They were talking to small businesses that use the Internet and our Web page came right up," Binder said.

"The family plans on staying to help the new owner for a while to get them acquainted with merchandise mix and the community," said Binder. She started working at the store when she was 5, holding the door open for customers.

"At 7 I was ringing up sales on a ladder. At 11, I was making keys. I didn't get into plumbing until I was a teen-ager," Binder said. "I hope we get somebody who cares as much."

The store will close in October if the Recks do not find a buyer.

"I'll miss it, definitely," Binder said. "I was thinking Tuesday how bad I'll miss it."

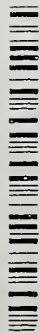
Alex Reck stands in his family-owned store, Parkway Hardware ServiStar. After nearly three decades, Reck is ready to sell his store because his children don't want to continue the business, his wife wants to retire and he has been unable to find suitable management for the store. Reck and his wife, Ester, are looking forward to not having to work seven days a week.

Kingston, NY
Freeman

Sunday

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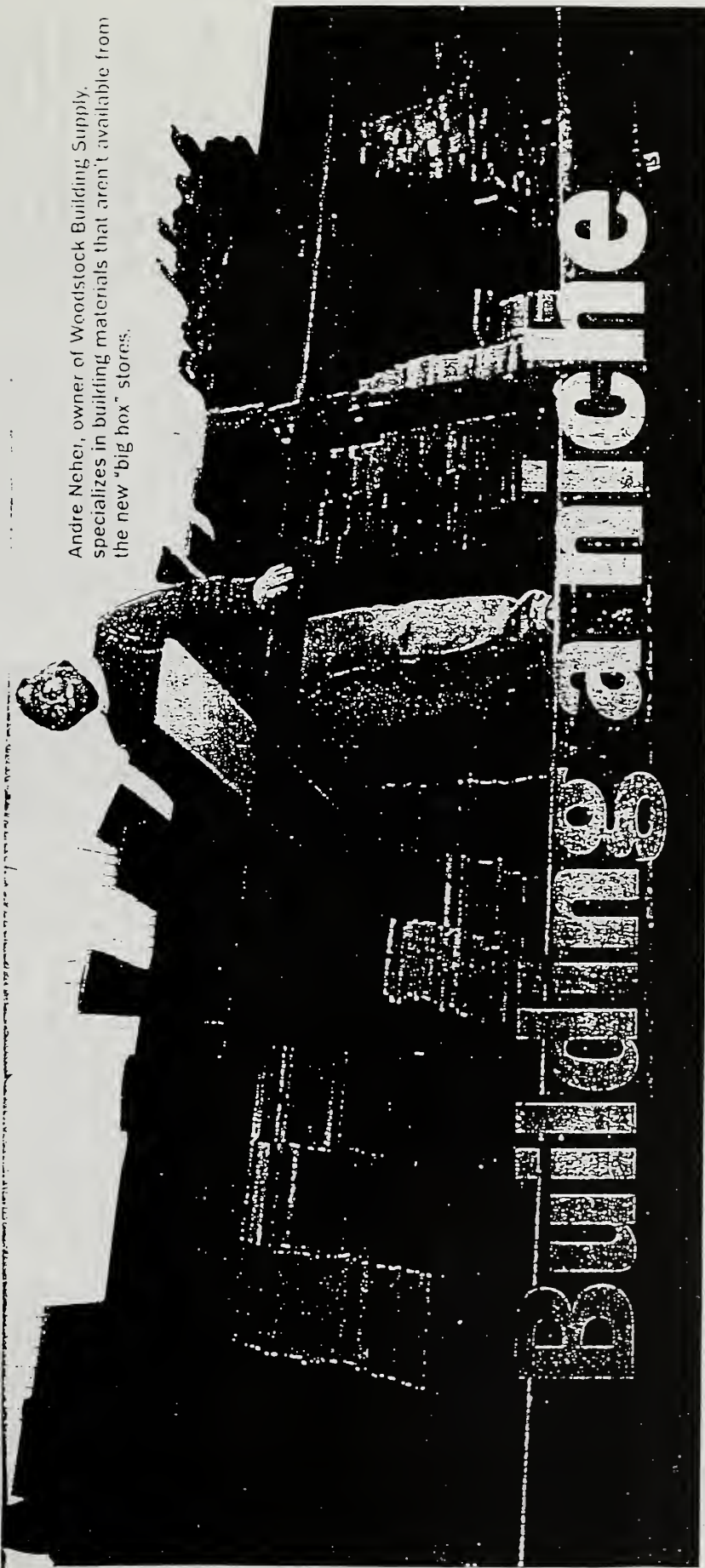


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LUCE

PREMIUM CLIPPING

Andre Neher, owner of Woodstock Building Supply, specializes in building materials that aren't available from the new "big box" stores.



Freeman photo by Bob Haines

By JENNIFER JOHANNESSEN
Freeman staff

Andrei Neher, of Woodstock Building Supply no longer keeps power tools in stock because he knew he couldn't meet the low prices offered by "big box" retailers. Instead of backing away from the behemoth home centers, Neher's family-owned lumber yard specialized in cedar and other high-end quality lumber.

"(The 'big boxes') hurt everyone," Neher said. "But we sort of stick to specialty materials and try to put in the stuff they don't have. That's what we feel is helping us."

Making changes and absorbing the impact brought about by the big retailers opening in the town of Ulster are what's helping smaller independent lumber yards and home centers.

"It's hard to meet their prices," said Neher, whose father, a building contractor, started the retail business in 1947. "And on some stuff we can."

"BIG BOXES" tend to gear their products toward homeowners, not builders, he said. Smaller lumber companies and home centers deal mostly with builders, relying on customer service. They also maintain a free delivery

Arrival of big home improvement centers forces smaller lumber yards to invent new ways to compete

ically wood, Ham said. "As a rule, your smaller places will carry a quality product just to compete with the big ones."

Home centers make their money on in-store items like appliances, paint and other sundry materials. "If you had to depend on strictly selling two-by-fours and plywood you wouldn't make any money," Ham said.

Loren Shumway, president of Shumway Group Builders in Willow and president of the 3,500-member New York State Builders Association, mainly uses local supply companies for his building projects. But he will pick up some odds and ends from the larger stores if he's in the area.

"In all the years I've been with Miron, I've never seen more than a 3 to 5 percent price difference," he said. "There's no profit in the lumber business. Never was."

For example, a store owner working on a 5 percent net profit would have to sell \$500,000 worth of lumber to make \$25,000, Ham said.

Home centers make their money on in-store items like appliances, paint and other sundry materials. "If you had to depend on strictly selling two-by-fours and plywood you wouldn't make any money," Ham said.

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"THERE'S A real difference between lumber yards that provide service to new home builders versus those who provide service to homeowners remodeling their homes," Shumway said. For builders, the primary difference isn't price, it's service.

Shumway, who has been in business since 1986: "It takes a lot of time to send someone down (to a 'big box' retailer) and load up your truck."

BASED ON his relationship with the salesperson and the supplier's service, "I've actually used lumber yards and never stepped foot in the lumber yard," Shumway said. "Some of the 'big box' stores are starting to provide contractor services."

Shumway said. "The real difference is the small guys are focused on the professional side of the industry."

Three-quarters of Lowe's customers are do-it-yourselfers, and the others are commercial business customers, said Suzanne McCoy, a spokeswoman for the home improvement chain based in North Carolina. The chain has 568 stores in 37 states and plans to open between 90 to 95 stores this year.

Special credit accounts are available to commercial customers who can have materials delivered to the site.

to capture a sale," he said, "but to get people what they need." Depending on the store, between 20 to 40 percent of Home Depot's customers are professional contractors, but they also spend more money and buy larger-ticket items. A weekend warrior might be buying supplies for himself, while a professional contractor is purchasing for a crew, Simley said.

Larger stores generally don't offer contractor discounts because they guarantee lowest prices. No additional discounts are offered at Home Depot, Simley said, not even to the employees. "There's no reason why anyone should get a better price than anyone else."

"Big boxes" may offer low prices and a larger inventory than local lumber yards, but suppliers and builders agree the larger outfits don't provide building contractors their most valuable item — time.

"ALL YOU can do is serve people the best that you can," said Dan Johnson, president and owner of Cross Lumber Co. Inc. in High Falls. "When people need deliveries, show up in a half hour, not three days from now."

"The only way our contractors make money is on time, not on prices," he added. "There's more money in my

policy; try to match prices of the larger stores; and have resorted to specialization, offering products the big stores don't provide.

Miron Building Products closed its town of Ulster store on U.S. Route 9W last summer because it couldn't compete with Home Depot and Lowe's Home Improvement Center. Both stores, less than two miles from Miron, opened in the last two years.

When Miron's closing was announced, a representative said the chain stores offered more product lines and a greater variety of items, and usually at lower prices.

MEANWHILE, another building material company has moved into Ulster County.

In late January, Williams Lumber, a family-run business, took over Fowler & Keith's lumber yard in Kingston.

Dutchess County-based Williams Lumber is also planning to build its seventh home center at the lumber yard, which may be open by May. Besides Ulster and Dutchess, Williams also has home centers in Columbia and Greene counties.

"The big ones have a larger inventory, and in some instances their prices are no better than what's offered locally," said John Ham of Hunter, a retired building products salesman and hardware store owner.

Traditionally, lumber and building materials are low profit margin items because they are in stock longer than in-store offerings. Transportation costs also shrink the

inventory is down so much because they can't afford to keep it," he said, "because it doesn't sell that well."

On the Mountaintop in Greene County, contractors mostly use local suppliers, GNH in Windham and Williams Lumber in Tannersville, because of the quality of building products, specif-

ers, Saugerties Lumber, has a salesperson come to the job site. They deliver when he needs materials, fill special orders, have special delivery trucks for sheet rock and boom trucks for getting shingles on a roof.

"As a builder, I don't mind paying more for the service," said

a Ready-To-Go Order service that allows customers to phone or fax an order to the store within specific time windows so it will be ready to pick up in two hours.

JOHN SIMLEY, a spokesman for Home Depot, said the big retailers and smaller stores can have a symbiotic relationship.

"There are a lot of things Home Depot doesn't do and cannot do," he said. "There are products we do not and cannot stock, and there are services we do not and cannot perform."

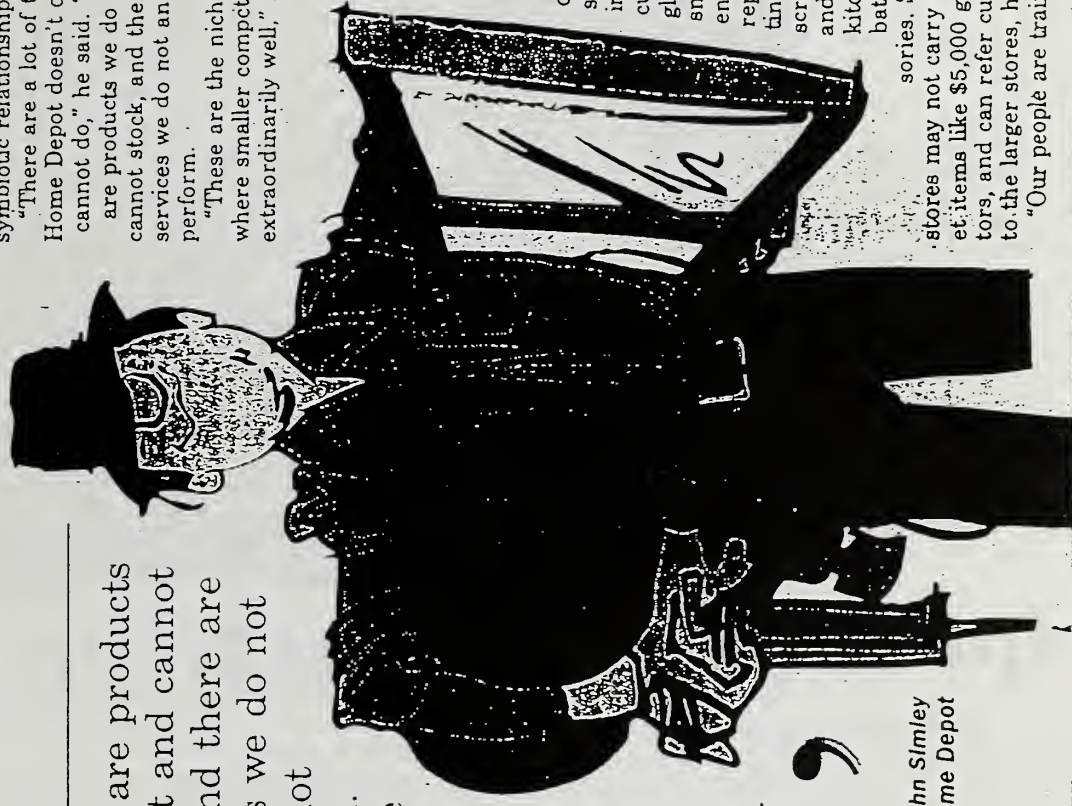
"These are the niche areas where smaller competitors do extraordinarily well," he

added. "Part of the reason they do well is because we refer them."

Some of those services include cutting glass, small engine repair, setting screens, and selling kitchen or bath accessories.

Smaller stores may not carry big-ticket items like \$5,000 generators, and can refer customers to the larger stores, he said.

"Our people are trained not



There are products we do not and cannot stock, and there are services we do not and cannot perform. These are the niche areas where smaller competitors extraordinarily well.

— John Simley
Home Depot

have to spend an extra hour on line, pushing a cart and waiting a few days for a delivery, it's not worth it."

For any customer, Cross offers free delivery for purchases of \$250 or more, regular customers have free delivery and those building a house have free delivery no matter how small the order, he said. "Anything we don't have,"

he said. "We can have in three days."

Simley of Home Depot said the store recognizes contractors' time is money, so it helps to have enough knowledgeable employees available to answer their questions and get their materials.

AS WITH other smaller places that have an area of specialization, a majority of Cross's sales are windows and doors.

When IBM left the area, home building dropped off and forced some lumber yards to close.

"It's changed very dramatically and lots of lumber yards have disappeared, so all you have left is the very best," Cross said.

The "big boxes" alone have made a change, and within the last year, there have been at least 25 mergers between major suppliers, he said.

"The (lumber yards) that have survived are doing better," said Cross, adding that New York City residents are building second homes here. For them, "building a home as opposed to having an apartment in the city is a very worthwhile thing."

INC.
Boston, MA

SEMI-MONTHLY

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'Reports of my death...'

Letters continued to pour in in response to our 20th-anniversary issue, including this one from a business owner who resented the part of our time line ("In Our Time, 1979-99") that chronicled the rise of mega-retailers such as Home Depot at the expense of mom-and-pop operations.

I found it interesting to read about my apparently imminent demise in your 20th-anniversary issue [in "Die, Category, Die!"]. We started our hardware store one year before Home Depot's founding and have managed to grow by a factor of 40 during the past 22 years, in spite of having the familiar orange facade within five miles of either side of our location. We represent the mom-and-pop operation that you describe. But as members and owners of a TruServe hardware cooperative that last year sold \$4.3 billion in hardware at wholesale, we hardly see ourselves as grist for the bankruptcy mill. In fact, we feel that we are the nimble competitor that you often write about, who can feel and react quickly to the needs of our customers. While 770 is an impressive number of stores, there are more than 8,000 stores in our co-op countrywide, and our co-op represents only one of three major hardware co-ops in the marketplace.

What really struck me in that issue was the Editor's Note waxing eloquent about the birth of *Sail* and ultimately of *Inc.* as a result of its founder's early failure with a school on a sailboat. It must be discouraging to see that effort doomed by the emergence of publishing behemoths such as Time Warner. It's obvious to everyone that there will be no room for a publication like yours among companies that dominate the publishing and entertainment world. It's a shame, since over the years I have found the magazine to be a valuable resource in the growth of our business.

JIM WILKERSON
PROPRIETOR
BLACKHAWK HARDWARE
CHARLOTTE, N.C.

Greenwich, CT

Time

Bridgeport
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NOV 13, 1999



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PRESS CLIPPINGS



Javier Gorriti, left, David Henderson, Robin Rodgers and Rob Texlere stand in front of the new Banksville Hardware store, which has relocated to a new, larger site at 23 Bedford-Banksville Road. Chain hardware stores, such as Home Depot, have had little effect on the business.

Alison Redlich/Staff photo

Banksville Hardware grows up

By Peter Healy
Staff Writer

After about 30 years of operating in a storefront that was smaller than most of its customers' homes, Banksville Hardware has opened new, expanded quarters a few hundred yards from its original site in backcountry Greenwich.

"The size of the store is attracting a lot more people," said Trey Kelsey, owner of Banksville Hardware. "We think it is a vital part of a growing business. We are seeing a lot of new faces from Stamford and the surrounding towns."

The hardware store is in the Banksville Home Center complex, which opened last month at 23 Bedford-Banksville Road, just over the New York state line. Since the mid-1960s, the hardware store had been in a 1,500-square-foot space in the North Street Shopping Center in the Banksville neighborhood of Greenwich. Bedford-Banksville Road is a continuation of North Street in Greenwich.

The complex contains a 10,000-square-foot hardware store; the 3,000-square-foot Just Ask Rental Center; The Saddler, a 4,500-square-foot gifts, clothing, boots and horseback riding supplies shop, and the A.N.S. fence store. Kelsey, 46, owns those businesses, as well as Greenwich Hardware on Greenwich Avenue in Greenwich. He bought Banksville Hardware in 1978.

Kelsey, a Greenwich native, said the Banksville Home Center has scheduled a grand opening for Nov. 20 and 21.

The home center also includes a 1-acre-plus area where lawn and garden, fence and construction, and gravel supplies are sold. Future expansion might include a lumberyard, Kelsey said.

His business is unfazed by chain hardware stores such as Home Depot and Lowe's, which have prompted smaller, independent rivals to close nationwide. "We offer services that Home Depot doesn't have, like free delivery," he said.

Other smaller hardware stores in lower Fairfield County include Keough's Turn of River Hardware, Handyman Hardware, Karp's ServiStar Home Center and West Side Hardware & Supply in Stamford, Feinsod ServiStar Hardware in Old Greenwich, Center Hardware and Housewares in Cos Cob, Super Handy Hardware Center in the Glenville section of Greenwich and Weed & Duryea in New Canaan. Norwalk has a Home Depot on Connecticut Avenue.

But the effect of the big chains on the mom-and-pop stores has not been catastrophic.

The United States had 21,200 hardware stores of all sizes in 1998, down from 22,100 in 1993, according to the Indianapolis-based National Retail Hardware Association.

"The big chain hardware and wholesale clubs have probably had a greater impact on smaller home centers and smaller lumber and building materials outlets," said association spokeswoman Ellen Hackney.

APR 19, 1999



N4116

LUCE PRESS CLIPPINGS

Old store, new competition

■ Hunt's Hardware tries to find its niche in the shadow of big-name home centers.

BY STAFF WRITER
JANICE BULLARD

When Dave Hunt joined the family hardware business in 1964, there weren't any home centers.

The store clerks didn't use a calculator, much less a computer. The Hunts ordered by gut feeling. They tallied customers' charges on paper bags.

Now the Hunts, after almost a century in business in the 19th Ward, confront realities of their hardware business in the '90s:

■ Big names such as The Home Depot and Lowe's have entered the market with huge supercenters and advertising budgets.

■ Wal-Mart plans a store on Chili Avenue, a couple of miles away.

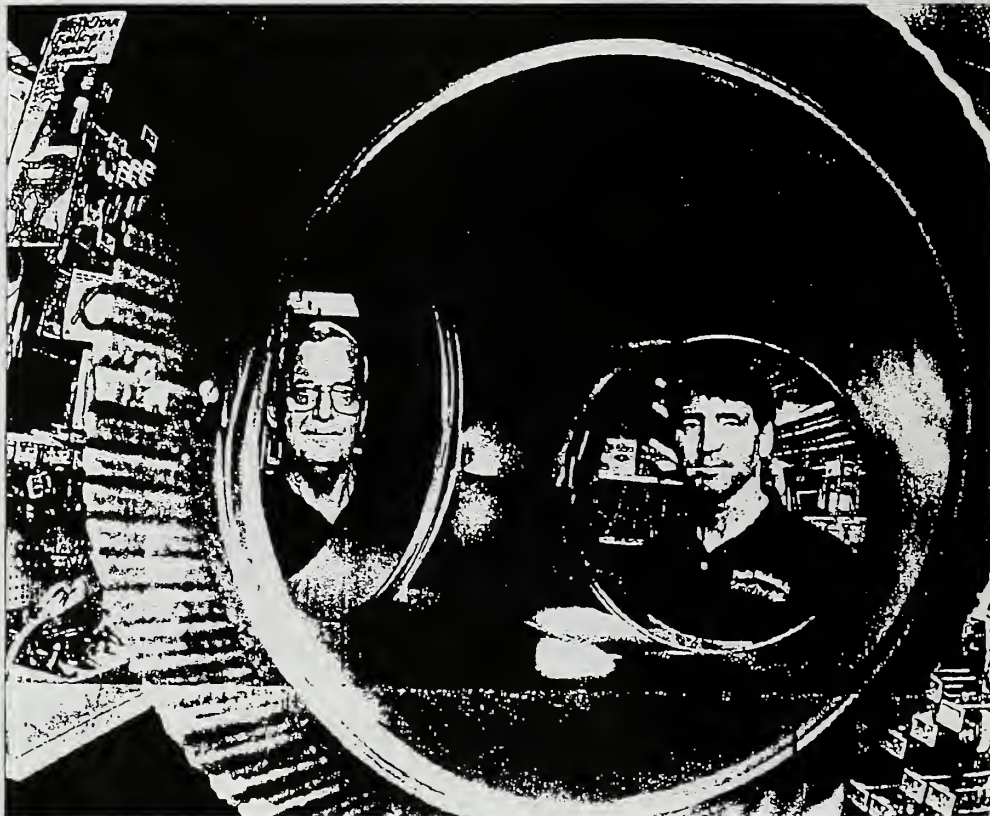
■ A competitor is buying a hardware store next to the Wal-Mart and will be better positioned to benefit from the discounter's traffic.

"Talk about a challenge," said David Berman, president of RAL Plumbing Supply. Berman, initially worried about the impact that The Home Depot would have on his Middletown, Orange County, store a few years ago, has added to his business by studying home center strategies and coming up with a few of his own. He has traveled across the country to do lectures for small-business owners.

Hunt's is on the right track, according to Berman. The store is establishing a niche as a paint specialist, particularly for older homes.

Hunt's has been a neighborhood hardware store since the 1880s, when Isaac Hunt opened shop in Belfast, Allegany County. The family moved to Rochester, and in 1914, opened Hunt's — it's still at the same Thurston Road location.

A lot has changed in four generations. The Hunts use computers, of course. Customers are demanding faster service, bigger selections — and bargains. Dave Hunt, the president, works about 10 hours a day without a break for lunch. Visit him and you'll see him wait on customers, calling many of them by name.



STEWART DOWD/craft photography

Looking ahead Dave Hunt, right, president of Hunt's Hardware, and his father Bill peer through a galvanized furnace duct at its Thurston Road store, which has been open since 1914.

"They're nice people to work with," said Errol Daniel, a regular customer who does maintenance work for Foodlink. He marched in one day and used Hunt's blade-sharpener for free.

At 73, Bill Hunt still works there regularly. Sons Dave and Bill share management responsibilities now; Bill Hunt Jr. is the vice president for operations, and he runs the company's South Avenue store, which opened a few years ago.

One of the perceptions Hunt's battles is that big stores have lower prices. Small stores typically belong to buying organizations such as Servistar, and are able to obtain products just as cheaply as the large chains, Dave Hunt said.

Berman said the Hunts can do a number of things to increase visibility. RAL, for instance, dresses someone as a huge duck and sends the duck to community events to attract attention.

The Challenge

Competing with large hardware chains such as Home Depot and Lowe's.

VITAL STATISTICS

- NAME: Hunt's Hardware.
- LOCATIONS: 390 Thurston Road and 750 South Ave.
- PHONE: 436 9270, 271-7877

The store also gives away small rubber ducks with the company name on them.

Advertising should be inventive, Berman said. RAL has run billboard ads "that were absolutely outrageous, so that they became the talk of the community."

The Hunts are considering new

- PRODUCT: Paint, hardware.
- OWNERS: Bill, Dave and Bill Hunt Jr.
- EMPLOYEES: 15.

EXPERT'S ADVICE

From David Berman, president, RAL Plumbing Supply in Middletown, Orange County

■ Continue carving a niche in the market. "Personal service really has to be the trick — the only place where people can come and talk to them to give them some real advice."

■ Be visible. Do outrageous things with advertising.

marketing strategies to draw attention to their products and services. Dave Hunt said the store might start targeting property maintenance managers or contractors through direct mail.

"We have to realize that we're not going to be able to rely on reputation," he said. ▮

AUG 2, 1999



N4850

■ MATT BIRKBECK



Life
in the
Poconos

Little guys stand up to the big boys

Bulldozers on Friday were clearing what was left of the building that once housed Mikels Motors on Route 611 near the Stroud Mall.

Dirt and dust filtered into the air as large boulders were crushed into oblivion, all to make way for a new CVS store.

But boulders aren't the only things getting the squeeze from a bigger and stronger foe.

Just next door to the construction site is Ed's Pharmacy, which has been serving customers from its present location for more than 10 years.

Does it make any sense to build a new CVS drugstore next to a smaller competitor?

Only if your name is Goliath and you are looking to bulldoze David right out of business.

In this case pharmacist Ed Clause is playing the role of David.

Clause, who was busy serving customers, is taking the move by CVS in stride, though I wouldn't expect him to lay out a welcome mat for CVS.

"I have no problem with them coming over here, personally or professionally," said Clause. "The door swings both ways. Customers will go where they feel comfortable."

Clause said his store, like many small businesses, fills a niche in the community and the key to his success, now and in the future, will be to maintain that niche.

"We do specialized work for various organizations like Lehigh Valley Hospice and have a rapport with doctors that is pretty good," said Clause. "We also have the time to do things where they may not, like sponsor clinics. So am I running scared? No."

There's no telling what's in the future for Clause, but what's happening to him is a predicament facing other small business owners in Monroe County.

With much of the area metamorphosing from a country hamlet to suburban hub, other small businesses have had to adjust to the natural migration of bigger and better known competitors eager to serve that growing population.

Over in Tannersville, Steele's Hardware, for instance, has seemingly survived the opening of the Home Depot just a few miles down the road in Stroud Township.

"There has been some impact," said owner Jack Steele, who opened his store 18 years ago.

"But," he added, "people said we could expect a 40 percent loss of sales. It hasn't been anywhere near that."

To keep his customer base Steele said he and his staff have tried to improve upon their formula of tweaking prices and insuring good customer service.

"We're not just trying to make sure our service is up to snuff; we are also always comparing our prices," said Steele.

He added:

"We have always been a neighborhood store. We know (Home Depot) is in town, but we haven't been driven out of business."

Small shops play service against size

By Cadence Mertz
Free Press Staff Writer

In the mid-1990s, when the "big-box" stores moved into Williston, Vermont's small-store owners were worried. Would they lose customers? Would they go out of business?

Not so far.

Many local retailers say they have prospered since Bed, Bath and Beyond, Home Depot, Wal-Mart and others came onto the scene. Yes, a few have gone out of business, but even their owners are not sure how much their decisions to close had to do with the arrival of the national chains.

Why the prosperity?

In large part it's the economy: Consumers are spending money like never before. Sales figures for Williston and greater Burlington show this, but it is a national phenomenon as well — the U.S. economy is experiencing an unprecedented surge.

Williston's small-store owners

RETAIL REVOLUTION



"If those companies weren't out there ... we would be a nameless face," Bisson says. "Since they are out there we have something special; people see that."

Tourists, he says, like the idea of coming to Vermont and shopping in a local store instead of buying in a national chain store they probably have near home.

Locals want to support one of their own, he says, a kind of political backlash against the invasion of corporate giants that send profits to distant home offices.

Service

Home Depot is about 10 miles up the road from Estey Hardware in Williston. Many don't try

cuts lumber nearly any size a customer can imagine.

He allows for a little extra on the length to allow for cracks and checks, that might come at the ends of the boards.

With Home Depot up the road, Fay also recognizes his limitations.

"We do not compete very well on stud lumber," Fay says of the basic two-by-four. "We can't beat them, so we don't really try."

He also does not stock certain items. For example, Calendar Brook makes small buildings and sheds, such as music studios, lakeshore camps and barns. But Fay has always sold only custom-made outbuildings, not the mass-manufactured, pre-fabricated kind his competitor showcases. His Williston competitor sells

them at a price he could not match so he concentrates on what he says Calendar Brook does best: quality decisions.

"I got bigger because that's where and how people shop," Levi says. "I had to read the market if I wanted to remain an independent retailer among the big boxes."

He added store space, diversified what he sold and ditched the Babyland name, saying it was too limiting. The renamed Kids Town is a 21,000-square-foot store in South Burlington that sells everything from maternity clothes to train sets.

Kids Town sells more than a dozen models of rocking chairs. It has a separate room for children's furniture. The selection of quality



Levi

from some of the local stores. This, of course, begs the question: Does a day of reckoning lie ahead when the economy takes a downturn?

Perhaps. Perhaps not.

Whatever happens, local independent retailers say the national chains have made them do business differently. Although some of their changes are subtle, retailers are adopting strategies to counter the retail might of the chains.

Some appeal to buyers' consciences by advertising local ownership. Others avoid items sold at low prices by the chains and stock items their big competitors do not. Others have tried to emulate the appeal of the big stores. All stress their personal service.

Even the chain stores acknowledge this is the way the independents need to go.

"If you are a smaller store and you try to compete head on with (chains) ... you probably cannot do as well," Home Depot spokesman John Simley says.

Conscience

About a year ago, Kiss the Cook, an upscale kitchen supply store on Church Street in Burlington, put a small sign on its door pronouncing: "locally owned."

It was a little thing, but it is an appeal to Vermonters and visiting shoppers to buy with their consciences.

Store manager Chris Blason believes a store like Bed, Bath and Beyond has given stores like the one he runs an opportunity for clearer definition and distinction.



Blason

ing nor its ability to negotiate lower prices from suppliers. But it can, and other does, do other things.

Walk into Estey and within minutes owners Veronica and David Estey or one of their employees will offer assistance.

After a quick "Can I help you?" they guide customers to the drawers for nuts and bolts or over to the tool racks or down to the seed and grain area.

Customer service is key to the store's survival.

"In a small town we have the advantage of knowing customers by name," Veronica Estey says.

The Esteys also know their area. They stock items specific to Vermont, such as plants that thrive in the region's soil. Although they do not carry as much of each product as their large competitors, they carry a wider variety, Veronica Estey says.

The Esteys certainly have felt the presence of Home Depot, but they say the mega-store has helped them, giving customers a way to comparison-shop and gearing people up for home improvement projects. Sometimes, Veronica says, homeowners start on a project and have to zip down to their store for extra supplies.

Quality

Out of the Jericho barn where he and his brother once kept their dairy herd, Jon Fay runs Calendar Brook Lumber, which sells mainly pine and fir grown and milled locally.

Fay says he sells better quality wood than his warehouse-sized competitor just one exit north on Interstate 89. Fay also custom

strategy to compete with the large chains: He has copied them.

About 15 years ago, Levi opened Babyland, a children's furniture store in South Burlington's Blue Mall. Initially, it was specialized and small, 2,500 square feet. By comparison, Toys "R" Us is 30,000 square feet, and Wal-Mart covers 114,000 square feet.

In the late 1980s, Levi says, he noticed people shopping differently. Stores were getting bigger, and customers liked the greater selection.

shovels like ... are p ... in l

Recently, Levi added another strategy: turning big-box buying power to his advantage.

He opened his second store, Pallets, which sells off-price children's toys and clothing. When a company like Wal-Mart or Toys "R" Us cancels an order, the manufacturer has to sell the goods, meaning Levi can buy at deep discount.



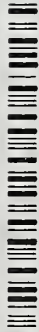
Estey

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PRESS CLIPPINGS

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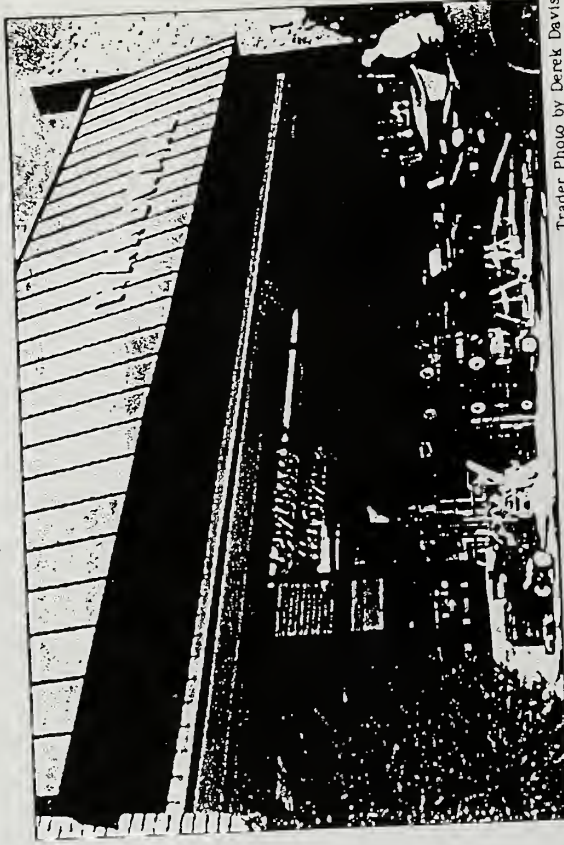
The

Big Guys

Local

Hardware Stores

Still Thrive



Trader Photo by Derek Davis

Lewisboro Hardware

By ALLISON FASS

Mammoth-sized corporations seem to be taking over; they monopolize markets by spreading across the country. Starbucks, for example, has fancy brews and elaborate marketing plans that revolutionized the latte. But according to some, they've also swept away the welcome of a village coffee shop; after all, Starbucks feels the same way in midtown Manhattan as it does on Mount Kisco's South Moger Avenue. But coffee is not the only targeted consumer product. Blockbuster has

movie rentals: The Gap has clothes; and Barnes & Noble has books.

This trend even includes the nuts and bolts of home upkeep; Home Depot has become a hardware marketing giant, a Disneyland of appliances, textiles and tools. But will the orange and brown home improvement behemoth cause the demise of the hardware store on the corner?

With the average Home Depot measuring about 120,000 square feet, one may wonder what home improvement and

Continued on page 17

Over four generations, Hutchinson Plumbing Supply has grown to meet changing customer needs.



THOMAS P. COSTELLO Staff Photographer

● Sisters Maureen Strang (left) and Ann Hutchinson joined the 77-year-old family business in Matawan right about the time this kitchen and bath showroom was opened.

Flush with success

By WILLIAM CONROY
BUSINESS WRITER

Inevitably, a business that lasts for 77 years evolves.

Evolution is part of the history of Hutchinson Plumbing Supply, born in 1922 in Manhattan and a fixture across from the Matawan train station since 1929.

As the times and the buying habits of its customers have changed, Hutchinson Plumbing Supply has changed with them. Sisters Ann Hutchinson and Maureen Strang, the fourth generation of the family to run the business, say the company they have now is much different from the one their grandfather Thomas Warren Hutchinson started.

And they want to keep changing it. They don't see that they have much choice.

The biggest change in the plumbing business in the last couple of decades, they said, is the rise of the showroom. Hutchinson added its own in 1986.

"By the end of the '80s, every supply house had a showroom," said Hutchin-

son, the general manager of the company.

Consumers have become much more discriminating about what they have in their bathrooms and kitchens, she said. They want to see and touch the faucets, sinks and tubs and know exactly what they are getting, instead of leaving it mostly to the plumber or contractor, said Strang, the showroom manager.

"People put a lot of thought into their bathroom," she said. "Not just the master bathroom; every bathroom, the kids' bathroom and the powder room."

Bathrooms have become more numerous and more elaborate, with whirlpools and other variations. A house with as many as five bathrooms is not that uncommon any more, she said.

"One of the keys to the showroom is that

The showroom has given customers more say over the kind of plumbing fixtures they buy, such as these faucets.

it's a working showroom — we have faucets working, whirlpools working, toilets working," Strang said.

In addition to the working samples, Hutchinson Plumbing Supply can show a shopper on a computer screen how things will look with different color schemes, materials and dimensions. The company added this feature in 1997.

The company still works closely with plumbers and depends on them for referrals, but for the last decade it has also been advertising directly to consumers in newspapers and magazines.

The showroom has helped Hutchinson's sales grow. From annual sales of \$2.5 million in the early '90s, the company grew to sales of

about \$5 million last year, Hutchinson said. About 90 percent of sales are bathroom products.

Fifteen years ago, there were eight employees. Now there are 21. On the 2.5-acre site the company owns across from the train station, they work in a 7,000-square-foot main building, (which includes the 2,500-square-foot showroom) and a 7,500-square-foot warehouse.

Hutchinson and Strang, who have no other brothers and sisters, are the first women to head the company. Their grandfather, Warren B. Hutchinson, was in charge from 1929 — when his father died — until his death in 1973.

From the beginning in 1922, the company had a warehouse in Matawan. Warren B. Hutchinson decided to move the headquarters from New York to there to give the business more space, and the company could still serve its plumber customers in New York quickly, shipping its

See **Flush**, Page B12



BUSINESS

Monday

The Patriot Ledger

November 19, 2001

Small hardware store is thriving

Currys feared Home Depot's arrival

By **KEITH REGAN**

For The Patriot Ledger

QUINCY — When Home Depot opened just around the corner from Curry Ace Hardware on Copeland Street about nine years ago, second-generation owner Bob Curry feared the worst.

"We were petrified when Home Depot came in," said Curry. "But it's ended up helping us, not hurting us."

Business is so strong that Curry has finalized plans to nearly double the size of his shop, which his father, Paul, founded in 1945.

The 2,800-square-foot expansion, for which permits have been issued and was initially slated to start this fall, will now probably get under way next June, after the busy spring garden season has ended.

Curry said some details of the expansion are being kept under wraps, but said that one area of the business that needs additional space is the paint department.

"Some days we trip over each other when we leave here, it's so busy," he said.

Curry's son Sean said the store was the first Benjamin Moore paint dealer south of Boston and he pointed out that its location just off I-93 makes it a convenient option.

The store also focuses on niches that the big-box store down the

street neglects, such as specialty coatings, faux finishes, custom and hard-to-find fasteners for contractors and screen repair, Sean Curry said.

Bob Curry said the store had one of its busiest months in October. He attributes the fact that his business has thrived while other family-owned hardware stores have wilted under the threat of the home improvement giants to outstanding customer service.

"We've got about a dozen people who work here at various times and they all go the extra mile," Bob Curry said. "We've got a great reputation for jumping through hoops. If someone comes in and needs something, our mission is to get it for them. If that means we have to call Home Depot, that's what we'll do."

Another reason many hardware stores failed, Bob Curry said, is that they "remained old-fashioned."

No one can accuse the Currys of that. The two are among the co-founders of HomeTownStores.com, a Web site that sells home improvement products. "We didn't stay old-fashioned," Bob Curry said.

Sean Curry said the expansion project will take about 18 weeks. As part of the project, the Curry's purchased a building next door that will be used for temporary storage during the project and then razed for additional parking.

Hardware stores unfazed by Home Depot

By Marlene Urso

Staff writer

Home Depot's familiar orange shingle could become a formidable presence at the Chartiers Valley Shopping Center, but some local competitors are not intimidated by the hardware giant.

"At first it will hurt us because it is a novelty, but we have a lot of items they don't stock," said Jason Sarasnick, co-owner of Sarasnick Hardware in Bridgeville.

Sarasnick is confident that his loyal customers will continue to buy specialty plumbing items, bolts, screen and window supplies and other merchandise at his store. He says the Home Depot will eventually bring more business his way.

"It will be an asset. It will draw people to the area."

Regardless of how local retailers feel, the Collier Home Depot is due to open on Thursday, Sept. 19. The 116,593 square-foot store includes a tool rental center, a garden center, an expanded appliance center and kitchen and bath design place.

The store will employ 165 people. Most will be hired from the local community. A hiring trailer was on-site beginning on Monday.

Sarasnick, a fourth generation owner, says his first job in the hardware business was carrying boxes for his father when he was in the seventh grade.

He prides himself on providing the right product and knowledge, something he claims his larger competitor cannot always do.

"You have to find your niche in this business."

When Sears Hardware opened at Great Southern Shopping Center it impacted his business negatively for about six months. Now he has more business because of it.

Sarasnick said a customer who recently bought a faucet at Sears Hardware, ended up buying \$40 worth of accessories at his store.

The Sarasnick's have also managed to combat the Home Depot's volume buying advantage by uniting with other small hardware stores to form the True Value Cooperative buying group. Through the co-



JOE SARASNICK organizes the shelves at family-owned Sarasnick Hardware. Photo by David Pinchot

op, its 8,000 members can get better prices by making joint purchases.

Sarasnick said hardware giants like Home Depot and Lowes make their profit on "blind items."

A pipe at the larger stores might be cheaper but fittings are three times as much as those at Sarasnick Hardware. He warns that "buyers beware" when purchasing trivial items.

Customers typically look for a good price on paint or a staple gun but as a matter of convenience will buy items like rollers and staples to complete a project without comparing prices.

Sarasnick said his prices for several small items are lower. His roller covers are \$4.98 and theirs are \$2.95. Keys are cut for \$1.10 while Home Depot charges \$1.89.

But Home Depot representatives say their prices can't be beat.

"If a smaller retail competitor tries to compete with us in pricing they will lose," said Shelley Schumaker, spokesman for Home Depot in Atlanta.

If a customer finds a lower price on an item the company will match it.

"We will create competition among retailers and drive prices down."

But Schumaker said smaller stores compete in other ways.

"If someone is the loyal cus-

tomor of a small retailer, no one will pry that customer away."

Ed Applebaum, owner of Carnegie Supply, said his 15,000 square foot store offers convenience.

"Customers can get the product and then get the [heck] out of here and get the job done."

Schumaker suggests that small retailers provide services and product lines other than those offered at Home Depot.

Applebaum has access to items that giant retailers don't have, but said there is also quite a bit of overlap.

"We have the ability to get almost anything."

Like Sarasnick, Applebaum belongs to a cooperative of smaller retail stores. The Ace Hardware co-op gives him more buying power.

Both he and Sarasnick have a mix of retail and commercial business. They also agree that the Ace and True Value stores have enjoyed a growth spurt in the past year.

But Applebaum attributes the success he and his father Max, 83, have enjoyed for the past 60 years to their excellent customer service. They have 15 knowledgeable employees.

"We will continue to do what we do now, that is have someone on the floor customers can talk to."

Monroeville, PA
Bridgeville News Star
Pittsburgh
Met Area

Wednesday

W 1.7

AUG 14, 2002

LUCE PRESS CLIPPINGS N2124

Pittsfield, MA
Berkshire Eagle
Albany - Schenectady - Troy
Met Area

Monday

C 30,361

JUN 17, 2002



Home Depot employees are prepared, helpful

To the Editor of THE EAGLE:

I wonder who the editors think will be Home Depot's uninformed, rude, and inattentive employees. (In Brief, June 13).

Contrary to the editor's rhetoric, Home Depot employees will be hired from the same local workforce as the local hardware, lumber, and garden-supply merchants. I have been a customer of Home Depot for many years and am happy to have a local store. Their employees are helpful, prepared, and knowledgeable. It is clear they are well-trained to help do-it-yourself customers.

There are excellent local merchants such as L.P. Adams, but most are not geared for the do-it-yourself customer, only contractors. The variety of products Home Depot offers allows customers choices that weren't otherwise available or more difficult to acquire. I feel that offering customers excellent service, low prices, and a large selection is hardly exploitation. It's the American way.

ART SANDERS

Middlefield, June 13, 2002

E
Pittsfield, MA
Berkshire Eagle
Albany - Schoenectady - Troy
Met Area

Thursday

D 30.361

JUN 20, 2002



Bigger is not always better

To the Editor of THE EAGLE:

In response to the article "Area stores gird for Home Depot Opening," area companies, don't fret! You still have loyal customers and recognizable service Home Depot doesn't provide.

My husband and I are do-it-yourself amateurs who enjoy improving our home. Recently we remodeled our house, added an addition, a deck and landscaped. During that time we enjoyed shopping at the Home Depots in Massachusetts and New York. We even had some deliveries made to us — for an additional cost, of course. However, when the sizable checks were cut we spent locally at comparable prices. Just because they say they're less expensive doesn't make it so.

On Mother's Day I was given two beautiful raised flower beds my husband constructed of delivered wood. I got the idea from the Home Depot flier and when I called our lumber company, I saved 30 cents

per board. My husband was relieved he wasn't employed to haul it in our vehicle too; he had enough work to do!

Local companies have that personal touch general contractors and amateurs like us appreciate. Our material order was received over the phone by Carol or Pete of Dettingers, put on our account, delivered free and stacked in the garage. We received the best straight cuts and, if we ordered too many, one of the men (whom we also knew by name) picked it up for return credit.

Time is money and my time is valuable. Try getting that service at your box store. Yes, your returns are courteously accepted there, too, (after you haul it in your vehicle, spend your gas, stand in line hopefully with your receipt or they can credit that account you owe at 21 percent interest. We depend daily on our reliable, recognizable business owners from Bart of Carr Hardware to Nancy at Lanesboro Supermarket and Hardware and many more in between.

Garden Nurseries shouldn't fret either. I appreciate going to Paula at Hunt's Nursery who intelligibly explains what is best in each location and miraculously names each one. Like a good small business owner, she knows her inventory and sells the best. Without the right help or healthy plants, trial and error can be expensive for us gardening freaks. Like me, many homeowners have their favorite businesses where a rapport has been built. That can't be shaken by the big box stores.

Office suppliers didn't fold when Staples came. Efficient offices depend on their good machines, service and delivery. If their paid staff or the owner is shopping while the clock is ticking for supplies or service, well, they're penny wise and a dollar foolish.

Yeah, Home Depot is coming and I'll shop there, too. Competition is healthy and bigger isn't always better.

MARIE MATHEWS
Lanesboro, June 12, 2002

- * Exhibits to Anna Shimko's comment letter are faced with blue sheets.
Comment letters resume alphabetically after the second blue sheet.



RECEIVED
JUL 14 2003
PLANNING DEPT

Date: _____

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

163 Unfortunately, I will not be able to attend the meeting on July 10. However, as a Bernal Heights resident, I am very concerned about this project. I am not opposed to Home Depot per se but I am definitely opposed to the scale of this project. 'Big boxes' are traffic magnets and this one would have all San Francisco as its catchment area since the next nearest is in Colma. Are these the sort of traffic patterns we want to create not just for B.H. but for S.F. in general? There is no question in my mind that this would severely degrade quality of life for all Bernal Heights residents. Please reject this proposal!

Sincerely,

Aidan Smyth
Signature

Printed Name: AIDAN SMYTH

Address: 147 KINGSTON STREET 94110

Alternative Proposal: Let Home Depot build 5-6 'Little Boxes' throughout SF. Maybe this would raise their costs and in turn raise prices for customers but the bottom line isn't always the bottom line. Let us be leaders and not followers of public trends.

Date: 7/8/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 10 2003
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RE: EIR PUBLIC COMMENTS

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Here is why I am concerned.

- 163 1- we don't want the start of a new big box environment
like there is in Colma. That area of Bayshore should be
developed for housing and other community-enrichment
purposes
- 113 2- Traffic nightmares would ruin the Bernal Hts. community
and the congestion would be a disaster! It can't happen.
- 163 3- we don't need a Home Depot when there's one 5 miles
away. we just don't need it.

Sincerely,

D. Sobel

Signature

Printed Name: Dan Sobel

Address: 216 Castland Av
SF.

Gina M. Solomon, M.D., M.P.H.
305 Montcalm Street
San Francisco, CA 94110

July 3, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 10 2003
PLANNING DEPT

RE: EIR for 491 Bayshore Boulevard, 2001.0062E

Dear Mr. Maltzer,

115 I am a physician with training in Internal Medicine, Occupational and Environmental Medicine, and Public Health. I have expertise in the fields of air quality and the health effects of air pollutants including ozone, particulate matter, diesel exhaust, and NOx. I am an Assistant Clinical Professor of Medicine in the Division of Occupational and Environmental Medicine at the University of California at San Francisco, and an Attending Specialist at the U.C. Pediatric Environmental Health Specialty Unit. I am also a Senior Scientist at the Natural Resources Defense Council.

I have reviewed the draft Environmental Impact Report (EIR) for the proposed Home Depot at 491 Bayshore Boulevard and have serious concerns about the quality of the EIR and about the conclusions. I am writing to strongly urge the Planning Commission to reject this proposed project in its current form.

The proposed project will significantly increase regional ozone pollution in a non-attainment area.

If this project were approved, it would significantly increase ozone levels in the region. According to the EIR, the increased automobile and truck traffic associated with Home Depot would spew hundreds of pounds of air pollutants into the air throughout the Bernal Heights neighborhood. The EIR found that the project would be responsible for an estimated 84.5 pounds per day of reactive organic gases (ROG). This means that the project would have a "significant unmitigable impact" on air quality. Reactive organic gases are precursors of ozone smog. Ozone has been shown to trigger asthma attacks in susceptible individuals, and recent studies in Los Angeles indicate that ozone can cause asthma in children who play outdoor sports (see discussion of asthma below). In addition, the Bay Area is an ozone non-attainment area [Federal Register: July 10, 1998 (Volume 63, Number 132)], so projects such as this, which create significant, unmitigable impacts on air quality by increasing emissions of ozone precursors must be viewed with particular suspicion

The EIR fails to adequately address the project's emissions of particulate air pollution.

115

Although Home Depot's contribution of sooty particles to the local air falls below the 'level of significance' in the EIR, the document fails to take into account the new standards related to this pollutant. On June 20, 2002, the California Air Resources Board lowered the allowable level of respirable particulate matter (PM₁₀) in the air from 30 to 20 micrograms per cubic meter (annual average).¹ San Francisco already exceeds this level. The Bay Area Air Quality Management District has not yet revised their guidelines (written in December of 1999) to account for the new state standard. Following the outdated BAAQMD guidelines for these particles (as was done in this EIR) will ensure that San Francisco continues to fail to meet the state standard. Also in June of 2002, the Air Resources Board set a new standard for fine particulate matter (PM_{2.5}) at 12 micrograms per cubic meter.² This standard reflects the science showing that the smallest particles are the most hazardous to human health. The EIR fails to address PM_{2.5} from this proposed project at all. Therefore, the impact of the proposed Home Depot project on local particulate air pollution is significant because it "contributes substantially to an existing or projected air quality violation" (CEQA Guidelines, Appendix G)

Particulate matter is known to increase emergency room visits for cardiac and respiratory disease, increase rates of myocardial infarction (heart attack), and contribute to premature death. In addition, diesel particles have been linked to asthma. More than 98 percent of the particles emitted from diesel engines and cars are fine particles, less than 1 micron in diameter, which can bypass respiratory defense mechanisms and penetrate deep into the lungs.³ Numerous studies have found that fine particles impair lung function, aggravate respiratory illnesses such as bronchitis and emphysema, and are associated with premature death.⁴ Also, dozens of studies link airborne fine-particle concentrations to increased hospital admissions for respiratory diseases, chronic obstructive lung disease, pneumonia, and heart disease, including an increased risk of acute myocardial infarction.⁵

The EIR fails to evaluate project impacts from a host of Toxic Air Contaminants.

116

Reactive Organic Gases are volatile chemicals that have significant toxicity in their own right. They include toxic air contaminants such as benzene, toluene, 1,3-butadiene, formaldehyde, and others. Benzene and 1,3-butadiene are known human carcinogens. Formaldehyde is a probable carcinogen and airway irritant. Toluene is "known to the State of California to cause birth defects or reproductive harm".⁶ Toxic air contaminants (TACs) are a variety of hazardous chemicals that are emitted by diesel and gasoline engines. The EIR fails to perform risk assessments for any of these chemicals, even though they are toxic air contaminants and should be included in the EIR.

117

The EIR underestimates the air quality impacts on the neighborhood.

117

The draft EIR fails to consider cumulative impacts, including current air quality conditions associated with traffic in the local area, and projected future air quality once Home Depot and various other businesses are all located along Bayshore Boulevard. In particular, we have been informed that other 'big-box' stores are considering property along Bayshore Boulevard if the Home Depot project is approved. This 'big-box alley' would result in air quality impacts far in excess of those projected in this EIR and would result in a serious cumulative impact on the neighborhood and the region. Locating a 'big-box alley' in such close proximity to a residential neighborhood and a school would be a poor public policy decision and could constitute a significant health and environmental threat to the area.

The draft EIR seriously underestimates likely air pollution impacts from the proposed project by failing to consider three important, yet obvious, factors: First, the draft EIR assumes that all vehicles are traveling at a constant speed of 25 miles per hour. However, the traffic study indicates that there will be primarily stop-and-go traffic at most major intersections in the neighborhood. This is because of the combination of stop signs, traffic lights, and heavy traffic projected as a result of this project. Traffic that is stopping and starting generates far higher emissions than traffic moving at a constant speed of 25 miles per hour. For example, VOC emissions rates for a 1980's car would double from about 7 g/mi to about 14 g/mi if the car is stopping and starting rather than traveling at a constant 25 mph (Figure 1). Carbon monoxide emissions for a similar car would increase from about 75 g/mi to about 175 g/mi. It is clear that the assumption that vehicles will travel a constant speed of 25 MPH is not only patently false, but it will also seriously underestimate the impact of this project.

118

Second, a significant portion of the automobile traffic to the site is projected to come over Bernal hill (via Cortland Avenue or smaller side streets). Emissions studies consistently demonstrate that vehicle emissions increase substantially when the engines are under higher load conditions as a result of an uphill grade. A report from the Lawrence Berkeley National Laboratory states:

Under high speed and acceleration requirements, today's vehicles are designed to have excess fuel injected into the engine cylinder. This "enrichment" of the air/fuel mixture leads to elevated CO and HC formation during combustion, with no oxygen available for pollutant conversion to CO₂ and water in the catalyst. The result is a temporary "puff" of high tailpipe CO and HC emissions (Goodwin and Ross 1996). In some vehicles, fuel injection is cut off during rapid decelerations. This can lead to cylinder misfire and a temporary "puff" of high HC emissions (An et al. 1997).

It is surprising that an EIR done in San Francisco should omit to include the important consideration of hills!

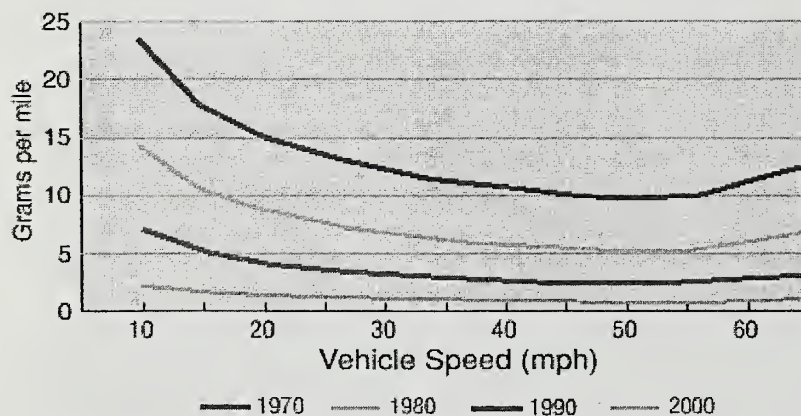
119

Third, the EIR failed to consider the idling of cars looking for parking at busy times as described in the traffic report produced by Wilbur Smith Associates. Idling vehicles are

119

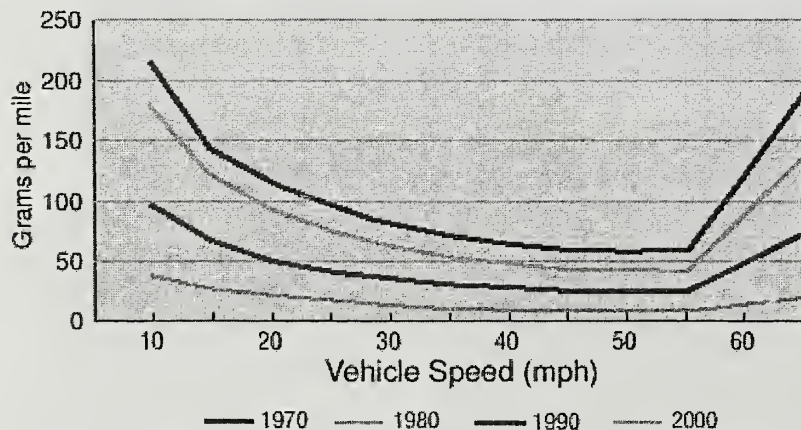
an additional source of all of the air pollutants discussed in this EIR, yet they were not included at all in the analyses. The United States Environmental Protection Agency's Office of Mobile Sources has provided standard idling estimates for various vehicle types and weather conditions.⁸ These are readily available for inclusion in an EIR to include these in the air quality impacts assessment. The emissions of hydrocarbons (VOCs) and of carbon monoxide from idling passenger cars are a serious contributor to air quality and must be included to fully capture the air quality impacts of this project.

Figure 1: VOC Emission Rates by Speed



Source: U.S. Environmental Protection Agency. *Automobile Emissions: An Overview*. Fact Sheet OMS-5. August 1994.

Figure 2: CO(20 degrees F) Emission Rates by Speed



Source: U.S. Environmental Protection Agency. *Automobile Emissions: An Overview*. Fact Sheet OMS-5. August 1994.

Air pollution is linked to asthma

120

Asthma is more common in the urbanized areas of industrialized countries, and is particularly common in children living along busy roads and trucking routes.⁹ A population-based survey of more than 39,000 children living in Italy found that children living on streets with heavy truck traffic were 60 to 90 percent more likely to have acute and chronic respiratory symptoms such as wheeze or phlegm, and diagnoses such as bronchitis and pneumonia.¹⁰ A German study of over 3,700 adolescent students found that those living on streets with 'constant' truck traffic were 71 percent more likely to report hay fever-like symptoms and more than twice as likely to report wheezing.¹¹ Studies have also shown that the proximity of a child's school to major roads is linked to asthma, and the severity of children's asthmatic symptoms increases with proximity to truck traffic.¹² Both nitrogen oxides and particulate matter were linked to a significant decrease in lung function growth among children living in the Southern California.¹³ Although some components of outdoor air pollution are beginning to decline in the United States, ozone and fine particle pollution (PM_{2.5}) from diesel engine exhaust are an ongoing or increasing problem.¹⁴

Numerous studies have demonstrated that specific components of air pollution are associated with asthma attacks.¹⁵ For example, particulate air pollution has been linked to increases in emergency room visits for asthma.¹⁶ Nitrogen dioxide (NO₂) and sulfur dioxide are directly damaging to the respiratory system. Elevated levels of NO₂ in outdoor air are associated with exacerbations of asthma.¹⁷ Because these compounds are airway irritants, it is not surprising that they can trigger asthma attacks.

Air pollutants may act in conjunction with common allergens to dramatically increase sensitivity to pollen or other common proteins. In laboratory volunteers, combined exposures to levels of ozone or NO₂ commonly found in urban air and low levels of common allergens such as pollen results in dramatically enhanced asthmatic or allergic reactions.^{18 19} One important study has shown that exposure to common urban levels of diesel exhaust can cause people to develop allergic reactions to proteins to which they did not previously react.²⁰ In this study, some volunteers were exposed to a concentration of diesel exhaust roughly equivalent to 1-3 days of breathing Los Angeles air prior to exposure to a new allergen. Subjects exposed to the new allergen alone did not develop antibodies to this compound, whereas subjects exposed to diesel exhaust followed by the allergen developed a full-blown allergy.

Air pollutants such as ozone may do more than trigger attacks in people with asthma. New data suggest that ozone may actually cause asthma in previously healthy children.²¹ In a major prospective study of school age children living in Southern California, children who played outdoor sports in areas where ozone levels were high were significantly more likely to become asthmatic, compared to athletes in less smoggy areas. Because ozone smog is an increasing problem in the Bay Area, and because this proposed project is projected to create an unmitigable impact that includes increased ozone pollution, this project contributes to a significant health concern for children living in San Francisco.

120

For all of the reasons stated above, I strongly urge you to reject the proposed Home Depot project at 491 Bayshore Boulevard. Thank you for your consideration of these comments.

Sincerely,



Gina M. Solomon, M.D, M.P.H.

¹ <http://www.arb.ca.gov/board/ms/ms062002.pdf>

² Ibid

³ Cuddihy RG, Griffith WC, McClellan RO: Health risks from light-duty diesel vehicles. Environ Sci Technol 18:14a-21a, 1984.

⁴ Pope CA: Particulate air pollution as a predictor of mortality in a prospective study of U.S. adults. Am. J. Respir. Crit. Care Med 151:669-674, 1995.

⁵ Peters A, Dockery DW, Muller JE, Mittleman MA: Increased particulate air pollution and the triggering of myocardial infarction. Circulation 103:2810-2815, 2001.

⁶ Cal EPA, Office of Environmental Health Hazard Assessment, Chemicals Known to the State to Cause Cancer or Reproductive Toxicity.

⁷ Wenzel T, Singer BC., Slott, R. Some Issues in the Statistical Analysis of Vehicle Emissions. Environmental Energy Technologies Division, Lawrence Berkeley National Laboratory. <http://eetd.lbl.gov/IEP/PSDC/abstracts/singer2.pdf>.

⁸ <http://www.epa.gov/otaq/consumer/f98014.pdf>

⁹ Brunekreef B, Janssen NA, de Hartog J, Haressema H, Knappe M, van Vliet P. Air pollution from truck traffic and lung function in children living near motorways. Epidemiology 8:298-303, 1997.

¹⁰ Ciccone G, Fostastiere F, Agabati N, Biggeri A, Bisanti L, Chellini E, et al. Road traffic and adverse respiratory effects in children. SIDRIA Collaborative Group. Occup Environ Med 55: 771-778, 1998.

¹¹ Duhme H, Weiland SK, Keil U, Kraemer B, Schmid M, Stender M, Chambless L. The association between self-reported symptoms of asthma and allergic rhinitis and self-reported traffic density on street of residence in adolescents. Epidemiology 7: 578-582, 1996.

¹² Pekkanen J, et al. Effects of ultrafine and fine particles in urban air on peak expiratory flow among children with asthmatic symptoms. Environ Res 1997;74(1):24-33.

¹³ Gauderman JW, McConnell R, Gilliland F, London S, Thomas D, Avol E, Vora H, Berhane K, Rappaport EB, Lurmann F: Association between air pollution and lung function growth in southern California children. Am J Resp and Crit Care Med 162:1384-1390, 2000.

¹⁴ U.S. EPA. National Air Pollutant Emission Trends. Office of Air Quality Planning and Research, 1900-1996, Appendix A. Washington DC: Environmental Protection Agency, 1997.

¹⁵ Mortimer KM, Neas LM, Dockery DW, Redline S, Tager IB: The effect of air pollution on inner-city children with asthma. Eur Respir J 19:699-705, 2002.

¹⁶ Norris G, Young Pong SN, Koenig JQ, Larson TV, Sheppard L, Stout JW. An association between fine particles and asthma emergency department visits for children in Seattle. Environ Health Perspect 107:489-493, 1999.

¹⁷ Studnicka M, Hackl E, Pischinger J, Fangmeyer C, Haschke N, Kuhr J, Urbanek R, Neumann M, Frischer T. Traffic-related NO₂ and the prevalence of asthma and respiratory symptoms in seven year-olds. Eur Respir J 10:2275-2278, 1997.

¹⁸ Jorres R, Nowalk D, Magnussen H. The effect of ozone exposure on allergen responsiveness in subjects with asthma or rhinitis. Am J Respir Crit Care Med 153: 56-64, 1996.

¹⁹ Strand V, Svartengren M, Rak S, Barck C, Bylin G. Repeated exposure to an ambient level of NO₂ enhances asthmatic response to a nonsymptomatic allergen dose. Eur Respir J 12: 6-12, 1998.

²⁰ Diaz-Sanchez D, Garcia MP, Wang M, Jyrala M, Saxon A. Nasal challenge with diesel exhaust particles can induce sensitization to a neoallergen in the human mucosa. *J Allergy Clin Immunol* 104:1183-1188, 1999.

²¹ McConnell R, Berhane K, Gilliland F, London SJ, Islam T, Gauderman WJ, et al. Asthma in exercising children exposed to ozone: a cohort study. *Lancet* 359:386-391, 2002.

Date: 7/6/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 15 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

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Here is why I am concerned.

67 I am concerned about the increased traffic between Cortland / Mission and Bayshore Blvd. Cortland St. is a small corridor and most likely couldn't hold a large increase in the number of cars using this corridor to travel to Home Depot.

Sincerely,

Gina Surber
Signature

Printed Name:

Gina Surber

Address:

338 Park St. SF 94110

Date: 7/5/03

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 09 2003
PLANNING DEPT

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Here is why I am concerned.

125

Already, I choose alternate walking routes because the air pollution on Cortland is irritating to my lungs. More traffic on Cortland, Mission and Bayshore would be intolerable. I firmly oppose a Home Depot on Bayshore Blvd!

Sincerely,

Signature

Printed Name:

Address:

KATHERINE TRUKA
255 Anderson Street



OMI BUSINESS LEAGUE

What's Good For Business is Good For You

PHONE (415) 826-7419

FAX (415) 848-4555

DATE: 7-10-03

ATTENTION: BRADFORD BELL, PRESIDENT

COMPANY: COMMISSIONER

FAX#: 558-6409

NO OF PAGES: 1

(Including cover sheet)

COMMENTS:

A GREAT MANY OF OUR MEMBERS (CC)
RESIDENTS, BUSINESSES FIND OPPOSITION
TO THE HOME DEPOT "A NO-BRAINER"

WE FAVOR THE HOME DEPOT LOCATING
AT THE OLD GOODMAN SITE FOR THE FOLLOWING
REASONS:

- 1- THERE IS NO TRAFFIC OR ENVIRONMENT IMPACT
- 2- GOODMAN ESTABLISHED THE SITE AS BUILDING
& HOME IMPROVEMENT SUPPLY AND SERVICE FOR OVER 50 YEARS
- 3- HOME DEPOT WOULD ENTICE BETTER SERVICE SUPPORTING
BUSINESSES
- 4- HOME DEPOT WOULD HIRE AND TRAIN MANY EMPLOYEES
FOR BAYVIEW AND NEIGHBORHOOD RESIDENTS (DECREASING
CRIME
- 5- TAX INCOME TO CITY OF SAN FRANCISCO, NOT COLIMA
DAILY CITY - SAN MATEO COUNTY
- 6- OVERALL ECONOMIC VITALITY TO THE SURROUNDING AREA

1701 Ocean Avenue, San Francisco, CA 94112 Tel: 415 333-3856 Fax: 415 848-4555

SINCERELY, ROYCE H. VAUGHN

CHAIRMAN, EXEC. OMIBL

E-153

(Royce H. Vaughn)

F
A
X

164

Date: May 10, 2003

Public Comment Deadline: May 19, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
MAY 13 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned. Big Box stores do not belong alongside residential neighborhoods - not in your neighborhood, and not in mine.

161 The Home Depot store proposed for Bayshore Blvd. is inches from Bernal Heights. Cortland Ave., Bernal's main street, would in effect, be the entrance to Home Depot. I am aware that Bayshore is zoned for commercial/industrial purposes (a designation made well before the advent of big box stores). My objection is not to appropriate commercial enterprises, but is rather a matter of scale.

76 Bernal Heights is densely populated and suffers traffic congestion, so much so that a Traffic Calming committee (sponsored, I believe, by DPW) has been addressing this problem for a year or more. Cortland Avenue is two narrow lanes, often blocked by trucks, double parkers, etc. This street cannot absorb the estimated 1200 cars per hour on their way to Home Depot. Drivers will inevitably try to use side streets, but in this case, to no avail. Bernal streets are very narrow and in many cases two cars cannot pass - someone has to backup for pull over. There will be total gridlock on Cortland. To make matters worse Home Depot shoppers typically will drive their largest and most polluting vehicles, i.e. SUVs and trucks. Bernal Heights will be suffocated. So much for Traffic Calming!

161 Bernal Heights is a thriving neighborhood, families with small children and many elderly people. Funnelling deadly polluting traffic through

Sincerely,

over -

Eleanor Vinsant

Signature

Printed Name: _____



Eleanor Vinsant
116 Eugenia Ave
San Francisco, CA 94110

Address: _____

E-154

cc: *Ton Ammiano, Supervisor*

our community would be cruel and senseless. Bernal Heights' residents deserve better from the Planning Commission.

- 161 Two questions: 1. I assume the purpose of the Planning Commission is to improve the quality of life in San Francisco. Has there been a clamor throughout the city for a Home Depot closer than Colma?
2. The purpose of Big Box stores is to attract LARGE CROWDS. I want to know how this will benefit the community that lives next door, i e. Bernal Heights?
-

Date: 5/7/03

Public Comment Deadline: May 19, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

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MAY 13 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

54 I attended the Traffic Calming meetings last year at the Bernal Heights Neighborhood Association, and I must say not only have we not had positive change as a result of that but now we have this Home Depot plan which is bound to add to our traffic congestion, and air pollution. There is obviously already a problem on Bernal that the Traffic Calming study was initiated. Now we will have thousands more vehicles - mostly trucks and larger types - trying to use Cortland as a driveway into Home Depot. I do not support turning Bayshore into a Big Box Alley and especially there at the foot of Cortland, which has already failed air quality tests of the Environmental Impact Report.

125

Sincerely,

Jennifer Ware
Signature

Printed Name: Jennifer Ware

Address: 114 Eugenia Ave. 94110

and Kevin Hughes

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JUL 09 2003

PLANNING DEPT

164

I support bringing home depot to the
old goodman huber site I live at
3897-A Mission Street I think that it
would be good to make jobs for the
people in San Francisco and that we
and the other people that live here
don't need to go to Daly City to get
to the home depot for are big hardware
needs and appliances and it would
be good for all of use in the long run
Thank You Patricia Wayman

for the support of Home Depot

Linda Weiner
72 Gates St.,
San Francisco CA 94110

RECEIVED
JUL 10 2003
PLANNING DEPT

July 7, 2003

Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: Air Quality Concerns for Home Depot, Bernal Heights

Dear Mr. Maltzer:

120

I write this letter both as a 33-year resident of Bernal Heights and as the Director of Air Quality Advocacy for the American Lung Association of San Francisco & San Mateo Counties. I often testify on air quality issues in the Bay Area, and am currently funded by the San Francisco Foundation to coordinate the Bay Area Clean Air Task Force, comprised of many credible well-known environmental organizations.

163

I am very concerned about the possible building of a Home Depot site at Bayshore and Cortland. This is not a NIMBY reaction, but a reaction based on history and fact. In other words, I am not here to impede progress, but to throw some science and commons sense into the mix.

67

Since I have lived in Bernal Heights for so long, I have seen this small community change dramatically (as of course, have other neighborhoods in the city). Clearly, traffic is one of the major changes. At one time, you could throw a bowling ball down Cortland and not hit anything; now, however, there is a great deal of traffic. Building a huge business such as Home Depot, at the end of Cortland, would increase traffic tremendously, and eliminate one of the reasons people move to Bernal Heights – to live in a quiet uncongested neighborhood. It's clear to anyone that Cortland, from Mission to Bayshore, would be a major artery to get to Home Depot.

120

But now to the science. The proposed project will significantly increase regional ozone pollution in a non-attainment area. The *EIR found* that the project would be responsible for an estimated 84.5 lbs. per day of reactive organic gases, meaning that there would be a "*significant unmitigable impact*" on air quality. This also translates into *precursors for ozone smog*, and this is unacceptable.

115

The EIR also *fails to adequately address the emissions of particulate matter (PM), not taking into account the new standards related to this pollutant*. The California Air Resources Board has lowered the acceptable level from PM 10 to PM 2.5. The Bay Area Air Quality Management District has not yet revised their guidelines, but, obviously, will need to do so. *San Francisco already exceeds this level*. And, more importantly, *particulate matter has been directly linked to asthma*, contributing to the astonishing increase in the disease.

117

The EIR clearly underestimates the air quality impacts on the neighborhood by not correctly calculating air pollution impacts from traffic. It assumes all vehicles travel at a constant 25 miles per hr., but there will be (and there is now) stop-and-go traffic from stop signs and heavy traffic, to say nothing of eventual traffic lights. In addition, vehicles coming up Bernal hill from Mission, a steep climb, will have substantial more emissions when under a heavier load. And cars looking for parking (which happens now) often idle while looking for space, thereby emitting more pollutants. More alarming is the possibility of this site on Bayshore becoming the first of many, as has been indicated. Such close proximity to a residential neighborhood and school is frightening.

120

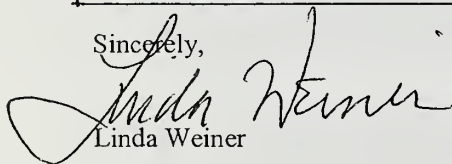
The effect of all this *traffic pollution on public health is well documented, both nationally and internationally.* An international study, implemented on every continent, indicated that, no matter what the economic situation, no matter the variances in ethnicity and health care system, that as *ozone levels increase, there is a corresponding increase in hospitalizations and death due to respiratory problems.*

Closer to home, and in relation to children, the results of the recent Southern California Children's Health Study, the most extensive study to date regarding air pollution and children's health, has shown that, over time, the growth and *development of the lungs is compromised in children* living in areas of high pollution. These kids' lungs simply do not grow to the appropriate size for their bodies. And in another recent 10-year study, a new and startling fact revealed that smog not only triggers asthma attacks, but also can actually *CAUSE children to acquire asthma* in the first place. Children are particularly vulnerable to the effects of breathing polluted air because their lungs are still developing, and they are more active, breathing in more air than adults. Because ozone smog is an increasing problem in the Bay area, and because this proposed project is documented to create an "unmitigable impact" that includes ozone pollution, building of the Home Depot would contribute to a significant health concern for children living in Bernal Heights and surrounding neighborhoods.

Finally, the impact of particulate matter must again be emphasized. These tiny particles emitted from vehicle exhaust are among the most harmful of all air pollutants. When inhaled, these tiny particles can lodge deep in the lungs, impair lung function, and exacerbate bronchitis, emphysema and asthma. Particulate air pollution has been directly linked to increases in emergency room visits for asthma. *Asthma itself has been documented to be particularly common in children living along busy roads,* which Cortland will undoubtedly become if Home Depot is built.

In conclusion, this project makes no sense, from an air quality and public health viewpoint, to say nothing of quality of life in the quiet neighborhood of Bernal Heights. In essence, is it simply unacceptable to place a huge retail outlet next to a residential neighborhood. It belongs in a shopping center, away from where folks live. I strongly urge you to reject the proposed Home Depot project on Bayshore Blvd. Thank you.

Sincerely,


Linda Weiner

114 Nevada Street
San Francisco, CA 94110
9 July 2003

RECEIVED
JUL 14 2003
PLANNING DEPT

Paul Meltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street, Suite 500
San Francisco, CA 94103

Re: No Big-Box Home Depot on Bayshore

Dear Sirs and Madams:

163 I write as a resident of the area contiguous to the Bayshore corridor, to oppose the Big-Box Home Depot currently planned for the corner of Bayshore and Cortland.

26 As I have previously expressed to the Planning Department, neither I nor any of the other residents of the contiguous Bernal Heights area were consulted before the current planning guidelines for that area were developed, or before the Home Depot project was advanced to this stage in the planning process. I have looked at the Planning Department studies that paved the way for big-box stores on Bayshore, and noted that Bernal Heights is shown -- if at all -- as some sketchy *terra incognita* on the periphery of the Department's maps. The impact of the planned growth on the Bernal community is nowhere considered.

163 Yet Bernal would be most immediately impacted by the planned development of a Home Depot. The entrance to a new parking structure, twice as high as anything previously on the site, will be *right at the Cortland/Bayshore* intersection. (Compare the old Goodman's and Whole Earth stores, which distributed parking down the length of that entire block.) In addition to this mammoth parking structure, the planned Home Depot will have retail floor space *150% of the combined totals of the old Goodman's and Whole Earth stores*. This is completely out of scale. And it is located not in the center of the Bayshore industrial area, but right at the gateway to Bernal. It cannot help but severely and negatively impact Bernal Heights. I believe that the draft EIR suggests what the reality will be: a permanent traffic jam at the Cortland/Bayshore entrance to Bernal; and traffic clogging-to-asphyxiation on the still nascent Cortland commercial strip, just as it is receiving recognition in national magazines like *Sunset*. (There is already a serious dearth of parking there.)

Moreover, big box stores kill. They not only kill neighborhood businesses, *they kill the psychological environment and sense of community for everyone involved*. One need only go to Colma - where's the village there? where's the human-scale? I see only huge traffic jams on the offramps leading to those big-box shopping centers.

163

Fifteen to twenty years ago, many of us took a gamble on Bernal, moving to an area where crack dealers were still shooting each other on Cortland Street. By dint of hard-work and community organizing, we have helped revitalize this neighborhood. I see the planned Home Depot as a huge step in the wrong direction, and I call on other Bernal residents and groups to oppose it.

Respectfully yours,



Chris Witteman

cc: Bernal Merchants
Terry Milne, Bernal Heights East Slope Design Review Board
Bernal Heights Infrastructure Improvement Committee

Other comments on D-E112:

- | | |
|-----|--|
| 3 | ① NO consideration of access to parking from Loomis St. - H.D. should not be allowed to change project at last minute without study. |
| 68 | ② NO consideration of impact on Cortland parking (already bad) + ecology/environment |
| 69 | ③ no consideration of impact on perpendicular (to Cortland) transit routes - Putnam; Nevada, Prospect etc |
| 148 | ④ unclear what base data is - 3000 customers a day (seems light) or some other figures from traffic study. |

Date: July 8, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 14 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

- 67 The traffic impact all along Cortland St., as well as Bayshore Blvd., where there is already significant traffic, especially at rush hour.
- 125 I am afraid that the air quality will be affected to the point where neighbors will feel health impacts. The EIR has admitted that this will probably be the case.
- 153 I am concerned that if Home Depot comes in on Bayshore other mega-stores will follow, and it will affect the business climate of our neighborhood, i.e., putting smaller stores out of business.
- 157 I don't like what I've learned about Home Depot's business practices. They have not promised jobs to local folks and they don't provide their employees w/ living wage or sufficient benefits.

Sincerely,

Marci Yellin

Signature

Printed Name: Marci Yellin

Address: 104B Bennington St. SF 94110

Date: June 14, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RE: EIR PUBLIC COMMENTS

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Here is why I am concerned.

113 I am concerned about the air quality,
125 the traffic on (artland), and Mission and
Bayshore.

Sincerely,

Paula Young
Signature

Printed Name: Paula Young

Address: 228 Gates St
SAN FRAN. CA 94110

RECEIVED
JUL 14 2003
PLANNING DEPT

Date: _____

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 09 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

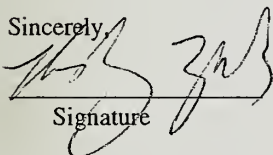
Dear Mr. Maltzer:

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Here is why I am concerned.

67 The "cut-through" traffic on Cortland is already dangerous.
This big box store is too big for this city, and the traffic
will get worse and more dangerous

Sincerely,


Signature

Printed Name:

Randy Zurcher

Address:

217 Bocana SF, CA 94110

Date: June 5, 2003

Public Comment Deadline: July 10th, 2003

Mr. Paul Maltzer
Environmental Review Officer
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94103

RECEIVED
JUL 09 2003
PLANNING DEPT

RE: EIR PUBLIC COMMENTS

Dear Mr. Maltzer:

I am writing to comment on the draft Environmental Impact Report for the proposed Home Depot project at 491 Bayshore Boulevard. I am a Bernal Heights resident, and I oppose the approval of this project, as it will have irreversible negative impacts on my neighborhood.

Here is why I am concerned.

The traffic impact of our already congested neighborhood is too much!

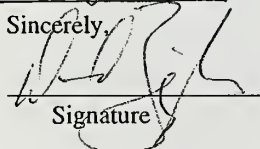
113

My concern of the environmental issue, more cars, more smog, less enjoyment of walking in our neighborhood

163

I strongly urge you to listen the neighbors. The people who will have to interact, deal with a less desirable situation. Again, I oppose this development.

Sincerely,


Signature

Printed Name: David Ziegler

Address: 27 Winfield ST. SF 94110

Appendix F

Transcript of Draft EIR Public Hearing and Index of Speakers

DRAFT EIR PUBLIC HEARING TRANSCRIPT

INDEX OF SPEAKER NAMES

The following index identifies the page and line on which a speaker's name appears.

Abrams, Charles 69:15,17	Dodt, Daniel 104:18,20,21	Mendoza, Cesar 27:16,18,19
Allison, Jim 96:23,24,24	Feldstein, Lisa 2:4 24:14 116:19,20 117:8	Miller, Michael 7:23 10:9,10
Antonini, Michael 2:5 41:10 43:16 46:22 117:14 117:15	Gerharter, Rick 84:25 85:2,3	Mokry, Gretchen 63:20,21,21
Bach, Eve 36:20,22	Gregmore, David 28:8,8	Mokry, Robert 52:18,19
Beinart, Amy 51:8,9,9	Grigg, BiBi 92:3,3	Montgomery, Chris Ellen 114:20 114:23
Bell, Shelley Bradford 2:5 3:11 4:21 5:5 7:21 9:11 10:2 12:4 13:8 15:22 17:16 18:23 19:9 20:6 22:4 23:6 26:4 27:7,16 28:7 29:10 30:10 31:13 32:20 34:2 35:15,18,22 36:17 38:15 49:9 51:7 52:17 54:2 56:13 57:8 58:6 60:7 62:3 63:20 65:7 68:7 72:8 78:22 82:13 84:25 96:23 97:24 100:8 104:18 108:15 110:14 116:14 117:14,22 119:21 121:13 122:11 123:3 124:19 128:19 128:22	Hayes, John 7:23 12:8,8	Morgan, Ron 38:15 41:11 43:17,19,21 44:2
Berkowitz, Judy 34:3 35:16 35:17,19,23	Heacock, Robert 23:7,8,8	Muniz, Laurel 31:14 32:20,22 32:23
Boyd, Rev. Edgar 2:6 121:13,14 122:13	Hestor, Sue 112:13,13	Nieto, Bill 72:9 74:15,16
Bustos, Jorge 93:7,8	Hoffman, Jeff 5:8,9,10	Norman, Al 30:10,12,12
Caldwell, Rob 18:24 19:10 19:11,11 75:7	Holloway, Douglas 62:3,4,5	O'Donoghue, Joe 13:9 15:22,24,24
Calico, Aida 20:7,8,8	Hughes, Kevin 2:3 123:5,6	Patton, Eloise 86:12,13
Clary, Charles 103:7,12	Jusino, Dwayne 15:23 17:16 17:18,18	Payne, Gil 100:9,11
Cook, Linda 54:3 57:8,10,10	Jusino, Terezina 17:17 18:24,25 19:1	Pecoro, Joe 34:2,4,4
Cruz, Larry 36:18 38:16,17,19	Kesel, Rachel 72:9 76:22,23	Recio, Roy 49:11,12,12
Daniel, Brent 58:8 60:7,8,11	King, Angelo 31:14,15,19	Rutledge, Rick 23:7 25:5,6
Daniel, John 65:8,10,11	Kyle, Amy 54:2,4,4	Saeed, Ali 27:10,11
Dean, Larry 68:7,8,9	Kyle, Barbara 41:11 43:17 46:23, 24,25	Shelton, Rick 107:3,3
DeGarmo, John 26:4,6,8	Lee, Bill 2:4,6 119:21,22	Shimko, Anna 29:12,13,15
	Levy, Deborah 72:8,10,11	Smook, Joseph 78:22,24
	Liggett,, Rosanne 57:9 58:7,9,10	Solomon, Gina 89:17,18
	Linale, Liz 54:3 56:13,14,14	St. Denny, Steve 13:9,10,11
	Lynch, Mark 85:1 87:11,11,20	Steinberg, Dory 78:23 82:14 82:15
	Maloney, Mollie 95:8,8	Tam, James 20:7 22:4,5,6 Townsend, Rev. Arnold 108:17
	Mardeson, Ingrid 97:24,25 98:1	Vela, Mauricio 41:10,12
	Massey, Katherine 108:15,18,19	Vestel, Leora 7:22,24,25
		Witteman, Chris 78:23 80:16 80:17

BEFORE THE PLANNING COMMISSION
CITY AND COUNTY OF SAN FRANCISCO

---o0o---

In re:)

)

491 Bayshore Boulevard)

HOME DEPOT PROJECT)

)

)

)

HEARING ON ENVIRONMENTAL IMPACT REPORT

Thursday, July 10, 2003

City Hall, Room 400
San Francisco, California

Reported by:

GEORGE SCHUMER, CSR 3326

2001-336186

<p style="text-align: right;">Page 2</p> <p>1 INDEX</p> <p>2</p> <p>3 BEFORE COMMISSIONERS:</p> <p>4 Kevin Hughes</p> <p>5 Lisa Feldstein</p> <p>6 William Lee</p> <p>7 Michael Antonini</p> <p>8 Shelley Bradford Bell</p> <p>9 Sue Lee</p> <p>10 Edgar Boyd</p> <p>11</p> <p>12 ALSO ON DAIS:</p> <p>13 Gerald G. Green, Director of Planning</p> <p>14 Lawrence B. Badiner, Zoning Administrator</p> <p>15</p> <p>16</p> <p>17</p> <p>18</p> <p>19</p> <p>20</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p>	<p style="text-align: right;">Page 4</p> <p>1 draft EIR as appropriate.</p> <p>2 All the comments made today will be</p> <p>3 transcribed by a court reporter. We ask that</p> <p>4 comments be made slowly and clearly for the</p> <p>5 reporter. We also ask that you state your name and</p> <p>6 your address, so a copy of the comments and</p> <p>7 responses can be mailed to you once it is complete.</p> <p>8 After we hear comments from the general</p> <p>9 public, we will also take comments on the draft EIR</p> <p>10 from the Commissioners. Lastly, I want to point out</p> <p>11 that the draft EIR was advertised and released for</p> <p>12 public comment beginning on March 29, 2003, and</p> <p>13 Commissioners continued the first public hearing to</p> <p>14 July 10.</p> <p>15 As a result, the official comment period</p> <p>16 was also extended, and written comments will be</p> <p>17 extended at our office until 5:00 p.m., July 11.</p> <p>18 That concludes my presentation. I will</p> <p>19 respectfully ask the public comment period -- the</p> <p>20 public hearing for the draft EIR -- be open.</p> <p>21 PRESIDENT BELL: Thank you everyone, and</p> <p>22 thank you for your patience. This is a comment on</p> <p>23 the draft EIR and not the project -- the draft EIR.</p> <p>24 I will give three minutes, and I will call several</p> <p>25 people at one time, and hopefully they are still</p>
<p style="text-align: right;">Page 3</p> <p>1</p> <p>2</p> <p>3 THURSDAY, JULY 10, 2003 5:01 P.M.</p> <p>4 PROCEEDINGS</p> <p>5 SECRETARY LINDA AVERY: Commissioners,</p> <p>6 you are now on Item 10; we're going back to Item 10.</p> <p>7 This is Case 2001.0062E, 491 Bayshore Boulevard, the</p> <p>8 Home Depot project. This is a public hearing on the</p> <p>9 draft environmental impact report.</p> <p>10 MS. TAMMY CHAN: Good afternoon,</p> <p>11 President Bell and the rest of the Commission. I'm</p> <p>12 Tammy Chan, on the department staff. I'm before you</p> <p>13 for this hearing to receive comments from the public</p> <p>14 and from the commissioners on the draft EIR for the</p> <p>15 Home Depot project at 491 Bayshore Boulevard.</p> <p>16 Comments today shall be focused on</p> <p>17 adequacy and accuracy of information contained in</p> <p>18 the draft EIR. There will be no decisions today to</p> <p>19 approve or disapprove the project. That hearing</p> <p>20 will not occur until the final EIR is certified.</p> <p>21 Staff is not here today to answer</p> <p>22 questions that are raised. Comments will be</p> <p>23 transcribed and responded to in writing in a</p> <p>24 comments-and-response document, which will respond</p> <p>25 to all comments received, and make revisions to the</p>	<p style="text-align: right;">Page 5</p> <p>1 here.</p> <p>2 SECRETARY AVERY: It is 5:00; we have</p> <p>3 lost our overflow room. People should be moving</p> <p>4 back.</p> <p>5 PRESIDENT BELL: I'll just keep calling</p> <p>6 cards and mention people, in case they are sitting</p> <p>7 in the other room. I call Lisa Sibley, Bob Pritikin</p> <p>8 or Jeff Hoffman.</p> <p>9 MR. JEFF HOFFMAN: My name is Jeff</p> <p>10 Hoffman; my address is 132-B Coleridge in San</p> <p>11 Francisco.</p> <p>12 I have already responded to the draft EIR</p> <p>13 in writing, and I won't reiterate those comments,</p> <p>14 except just generally to say that I strongly and</p> <p>15 unequivocally am opposed to this project, and I do</p> <p>16 not believe the draft EIR properly evaluated the</p> <p>17 effects of air pollution and noise in a residential</p> <p>18 and very small business district along Cortland</p> <p>19 Avenue; the delays and dangers to pedestrians that</p> <p>20 may be caused by all the extra traffic along</p> <p>21 Cortland Avenue, and the extra traffic on Cortland</p> <p>22 Avenue that would make it hard for residents to get</p> <p>23 around.</p> <p>24 And also, I add that the extra traffic is</p> <p>25 going to be on the side streets around, because</p>

70 Cortland is going to be so backed up by this project -- if it happens.

3 However, I would like to make a couple of
4 general points today. The first thing I would like
5 to say is I object to this hearing in general,
6 because of the size of this room. You commissioners
7 either knew, or should have known, that there were
8 going to be a lot of people here, and to shove
9 people into overflow rooms to me is not appropriate.
10 Those rooms are for emergencies, when you had no way
11 to know there are going to be a lot of people here.
12 You should have gotten a bigger room, for people to
13 sit here, and not be forced to go to another room
14 and watch the hearing on television.

15 At any rate, the general objections to
16 the project are that many, if not most of us who
17 live in the city, don't want big-box stores like
18 Home Depot or Wal-Mart, and I don't understand that
19 the Commission is looking at making the entire
20 Bayshore a big-box district. This would totally
21 change the character of that part of the city, if
22 not the city as a whole. Many, if not most of us
23 want to shop at locally owned small businesses, not
24 big out-of-town corporations.

25 Secondly, I think it is inappropriate for

163 1 a city like San Francisco to have a big-box project
2 like this, because it does so much destruction to a
3 residential neighborhood that it is near. To the
4 extent that these things are appropriate at all --
5 which is questionable -- but to the extent that they
6 are, they are appropriate for suburban areas, where
7 access is mainly off of the highway, and people
8 going to and from them don't disturb anyplace,
9 except maybe a traffic jam on the highway.

10 But there are no residences around them,
11 and if there is extra air pollution or traffic it is
12 along the highway, and not on residential streets
13 where people are walking, and where people are
14 living, or a small shopping district like Cortland
15 Avenue, where many of us, including myself, walk to
16 to go shopping.

17 Those are my objections. I also want to
18 say, just for the record to be honest, I am an
19 attorney, but I am not representing anyone at this
20 hearing. I am just speaking for myself. Thank you.

21 PRESIDENT BELL: Thank you. Mr. Pritikin
22 or Lisa Sibley return? If not, I have Leora Vestel,
23 and Michael Miller, and then John Hayes.

24 MS. LEORA VESTEL: Good afternoon,
25 Commissioners. My name is Leora Vestel, and I live

1 just off Cesar Chavez and Potrero avenues, a short
2 walk from the proposed Home Depot site. I am part
3 of the local Playground Neighborhood Association,
4 and on the steering committees of Mission Possible
5 and the Neighborhood Parks Council. I am here to
6 give my enthusiastic endorsement for the EIR.

7 As avid do-it-yourselfers, my husband and
8 I used to frequent Goodman's, and we are very sorry
9 to see it close. For the last few years we have
10 traveled to the Home Depot in Colma once; sometimes
11 two or three times a week. We hate the fact that
12 our sales tax from our purchases go to another
13 community, a community full of dead people, yet.

14 Having to travel so far for our home
15 improvement needs has been ridiculous, but what has
16 been even worse is watching that area of Bayshore
17 sit fallow. My only question is, why is it taking
18 so long to replace one home store with another
19 bigger and better home store?

20 San Francisco desperately needs the jobs,
21 revenue and utility that a Home Depot will bring.
22 The Home Depot will be located in an ideal
23 industrial location, close to the freeway on ramps
24 and off ramps.

25 The proposal asks for plenty of parking,

1 and it provides a low-cost alternative that is
2 accessible by public transportation, so what is the
3 problem? The problem is that this is San Francisco,
4 so even the most logical and beneficial proposals
5 must be demonized.

6 Some say Home Depot will create endless
7 traffic snarls, and ruin neighborhood character, and
8 one street in particular will be overrun with
9 traffic. I remember hearing such things about
10 another project that faced intense opposition, Pac
11 Bell Park, but today you are hard-pressed to find
12 someone with anything bad to say about it. The
13 projections about traffic hell just never
14 materialized, and instead, we have a beautiful,
15 world-class facility, that catalyzed change in a
16 once-sterile area of the city.

17 A Home Depot, a small project by
18 comparison, will also be a catalyst for positive
19 change for Bay View/Hunters Point, so please give
20 this excellent project your support. Do so, and
21 we'll help to create new jobs and vitality, while
22 generating public revenue for desperately needed
23 programs.

24 We cannot let fantastical, self-serving
25 predictions, or disdain for all things corporate

<p style="text-align: right;">Page 10</p> <p>164 determine the course of this city. Thank you.</p> <p>2 PRESIDENT BELL: Thank you. Let's</p> <p>3 remember to focus on the D-EIR.</p> <p>4 SECRETARY AVERY: Before we have the next</p> <p>5 speaker: I know that the room is crowded. Can you</p> <p>6 move over to the other side of the room, so you</p> <p>7 don't block the doorway, causing a fire hazard?</p> <p>8 Thank you.</p> <p>9 MR. MICHAEL MILLER: My name is Michael</p> <p>10 Miller. I have lived within blocks -- a few blocks</p> <p>11 of the proposed site for the Home Depot -- for 35</p> <p>12 years. I am here to support it very, very strongly.</p> <p>13 I think it would be -- well, first of all, that area</p> <p>14 has become kind of a deteriorating war zone, and if</p> <p>164 you don't believe me, drive around there. I mean</p> <p>17 for blocks and blocks and blocks. I think we're</p> <p>18 very fortunate to have Home Depot want to put</p> <p>19 something there.</p> <p>20 I'm not a professional; I don't represent</p> <p>21 anybody; I'm not going to make any money by being</p> <p>22 here. I do belong to the Northwest Bernal Heights</p> <p>23 Association, which is a neighborhood association</p> <p>24 that is run and governed by the people who actually</p> <p>25 live there, not by anybody else who is paid.</p> <p>Anyways, the thing I hear a lot about is</p>	<p style="text-align: right;">Page 12</p> <p>1 area. And I look forward to seeing it happen; I</p> <p>2 look forward to having the Home Depot there.</p> <p>3 Thank you.</p> <p>4 PRESIDENT BELL: Just a word of caution.</p> <p>5 We're talking about the D-EIR, and I'm going to</p> <p>6 start interrupting speakers who discuss the project,</p> <p>7 but do not focus on the D-EIR.</p> <p>8 MR. JOHN HAYES: My name is John Hayes.</p> <p>9 I live at 362 Mullen Avenue in Bernal Heights. I'm</p> <p>10 here to address two aspects of the proposal in terms</p> <p>11 of the D-EIR.</p> <p>12 One, I think the D-EIR severely</p> <p>13 underestimates the impact traffic will have on</p> <p>14 Cortland Avenue. It notes that all the adjacent</p> <p>15 freeway exits are going to be crowded. One of the</p> <p>16 things is when people are crowded, people will go</p> <p>17 out of their way. Traffic flows just like water.</p> <p>18 You can expect people are going to be going through</p> <p>19 Bernal Heights on Cortland, and other ways as well.</p> <p>20 The other thing this fails to do is</p> <p>21 address the serious earthquake danger if approved at</p> <p>22 this facility. This area that Home Depot is</p> <p>23 proposed for is built on fill, so I went to the web</p> <p>24 and looked up what ABAY said about the materials in</p> <p>25 this particular area. This shaking amplification</p> <p>164</p> <p>67</p> <p>131</p>
<p style="text-align: right;">Page 11</p> <p>1 how Cortland is going to be inundated with cars. I</p> <p>2 think if one person tries to do that once, who</p> <p>3 doesn't live in Bernal Heights, and lives somewhere</p> <p>4 else other than Bernal Heights, they will only do it</p> <p>5 once. Kind of a ridiculous way to try to get to any</p> <p>6 place anywhere except Bernal Heights, going from</p> <p>164 Bayshore to Cortland to Mission. Once you get to</p> <p>9 Mission, where are you going to go? You can't get</p> <p>10 anywhere very easily. So I can't imagine a lot of</p> <p>11 traffic because of this.</p> <p>12 There's a lot of buzz words being used:</p> <p>13 "box businesses"; "traffic this"; "traffic that" --</p> <p>14 and my suspicion is people who come up with the</p> <p>15 facts are really coming up with the facts as they</p> <p>16 were made to come up with facts.</p> <p>17 I think it is something that would be</p> <p>18 very beneficial to the city: the tax; the</p> <p>19 employment. And the truth is, I'm a liberal</p> <p>20 Democrat. We have demonized business progress so</p> <p>21 much in the city that it is absurd. I mean it is</p> <p>22 just a lot of nonsense. Just a lot of -- always</p> <p>23 politicking that happens, and good things just don't</p> <p>24 get done.</p> <p>25 I think we're very lucky that Home Depot</p> <p>wants to come here. I think it will improve that</p>	<p style="text-align: right;">Page 13</p> <p>1 quality of the ground where Home Depot is being</p> <p>2 built is extremely high. It is the worst area in</p> <p>3 San Francisco for this.</p> <p>4 I would not want to be in this building</p> <p>5 during a serious earthquake, and I think the D-EIR</p> <p>6 should address that issue.</p> <p>7 Thank you very much.</p> <p>8 PRESIDENT BELL: Next speaker is Steve</p> <p>9 St. Denny. And then Joe O'Donoghue.</p> <p>10 MR. STEVE ST. DENNY: Hello. My name is</p> <p>11 Steve St. Denny; I'm a San Francisco resident, and I</p> <p>12 happen to own a business directly across the street</p> <p>13 from the proposed site for Home Depot, that's Carpet</p> <p>14 Connection.</p> <p>15 I'm no earthquake expert, but I was</p> <p>16 standing in my place during the last earthquake. We</p> <p>17 have a much taller facility than this, with heavy</p> <p>18 carpets way up high on racks. We had no damage;</p> <p>19 nothing fell. But, you know, that's only</p> <p>20 experience. What I want to talk to you about is</p> <p>21 traffic and pollution and public transit.</p> <p>22 No. 1, the nature of my business: I go</p> <p>23 out to people's homes all over San Francisco. I</p> <p>24 can't remember the last time I drove on Cortland</p> <p>25 Avenue, except to get a pizza, or there is a nice</p> <p>131</p> <p>131</p> <p>114</p>

1 Hungarian restaurant up there. I don't drive
2 through there. This is not a convenient place to
3 get from one place to another through Cortland
4 Avenue, and I agree that no one will make that
5 mistake more than once.

6 With the Home Depot in Colma, if there
7 was a traffic hell going on in Bayshore Boulevard, I
8 think that people might just choose to go to Colma,
9 so I don't think it is a real concern that there's
10 going to be, you know, people lining up for a half
11 an hour to get through Cortland Avenue. It just
12 wouldn't happen.

13 The reality is when you talk about
14 traffic and gases, there may be a little more
15 traffic on Bayshore Boulevard because, you know, we
16 don't have any business occupying those sites.

17 And when I moved in there 20 years ago --
18 by the way, Whole Earth Access, not a retail
19 clothing store at that time -- it was what:
20 Allstate Plywood Company? Next to it you have a
21 Smart and Final -- was also Pacific Supply --
22 building supply.

23 You are talking about the same use in a
24 place that's been there for years and years. You
25 have a whole street of home improvement stores and

1 contractors. Many of the clients who would go to
2 Home Depot -- and I shop at Home Depot almost every
3 day -- they are already on Bayshore Boulevard. You
4 are not talking about extra trips.

5 And where do you think the people that
6 maintain the property in San Francisco have to drive
7 to? They are driving all the way through the city.
8 If you shorten trips, you have less pollution.

9 And I don't think a whole lot of people
10 take buses to the Home Depot in Colma for their job.
11 But I'm guessing that a lot of people who worked at
12 Home Depot, if it were on Bayshore Boulevard, would
13 ride a bus there -- not the customers, because you
14 can't carry 2 x 4's on the bus -- but if you are
15 talking about employees that would be accessible to
16 them by bus; you are talking about shorter trips.

17 And maybe it is a little more pollution,
18 but you know what? There's a freeway, 101, right
19 between that and Bernal Heights, or any other
20 residential neighborhood. So you can't possibly
21 think it would change much of that.

22 PRESIDENT BELL: Joe O'Donoghue, followed
23 by Dwayne Jusino.

24 MR. JOE O'DONOGHUE: Joe O'Donoghue. I
25 agree with the previous speaker.

1 You shop actually -- when that site was
2 Allstate Plywood in the 70's and the early 80's, and
3 never once -- we were in remodeling at the time -- I
4 think I used Cortland Avenue twice, even when we
5 were doing remodeling work in the Mission -- passes
6 right down there.

7 Secondly, in terms of its traffic impact,
8 many of our members -- and I know quite a few people
9 in construction -- we use and go to use Home Depot.
10 One of our members, in fact, his bid last year was
11 \$250,000. But at the same time, he remembers also
12 using a small hardware companies, Matchmarty
13 Pacific, Whitmore Supply -- which has construction
14 equipment.

15 So it is not inconsistent that a big
16 corporate entity come into the city, and the
17 presumption is that it is going to have an impact on
18 small businesses.

19 If you give the nature of the fact that
20 we have so much outflow from here, in terms of
21 traffic to South San Francisco to Colma right now
22 for some of the shopping facilities, we may very
23 well could make the opposite argument that having
24 Home Depot where it is at will in fact reduce
25 traffic in terms of its pollution impact; in terms

1 of the environment.

2 So again, we support this. I think that,
3 you know, quality of neighborhoods and quality of
4 life is very important, but the fact is that
5 Bayshore has been historically an industrial area
6 where, again, you had servicing down there. In
7 fact, one of the Ford Motor Company recently moved
8 their facilities right down there. I bring my car
9 down there for repairs and maintenance and things
10 like that. So that scenario, where business was
11 actually intended to actually, you know, be created
12 and prosper.

13 And the final thing, even though it is
14 not part of the D-EIR: It does add to jobs.

15 Thank you.

16 PRESIDENT BELL: Dwayne Jusino, followed
17 by Terezina Jusino.

18 MR. DWAYNE JUSINO: I'm Dwayne Jusino,
19 with the Community Alliance of Portola and Silver
20 Terrace.

21 We're a neighborhood improvement group
22 for the community that is immediately south and
23 adjacent to the proposed Home Depot site. As such,
24 we took a careful look at this project, because we
25 are in close proximity, and we have, for your

1 reference, three freeway off ramps which will lead
2 to this project site, that empty directly into our
3 community, and through our commercial corridor of
4 San Bruno Avenue.

114 So as such, we were concerned initially
of very much the same concern that had been aired by
7 the Bernal Heights community, regarding traffic and
8 impact on our commercial enterprises' viability.

9 However, we have come to the opposite
10 conclusion. We feel that the accommodations
11 designed into the proposal for traffic and parking
12 are more than adequate. We do not fear that this is
13 going to have an adverse impact upon our commercial
14 strip. And in fact, we're looking forward to some
15 spill-off, as far as bringing customer flow to the
16 area there.

17 So we wanted to provide you with some
18 detailed comments here; I'll submit this to your
19 clerk (indicating). But we're in agreement with our
20 neighbors in Bay View that this project should go
21 forward.

22 Thank you.

23 PRESIDENT BELL: Thank you. Terezina
24 Jusino, followed by Rob Caldwell.

25 MS. TEREZINA JUSINO: Hi. I'm Terezina

1 Boulevard to shop for building materials. Because
2 the bulk of the people -- bulk of the businesses on
3 Bayshore Boulevard do provide building materials to
4 the public.

5 Thank you for your time.

6 PRESIDENT BELL: Thank you. I had
7 Ms. Aida Calico, followed by James Tam.

8 MS. AIDA CALICO: My name is Aida Calico,
9 and I am a retired teacher; a school teacher.

10 I have been in the Bernal Heights
11 district for many, many years; a little over 50
12 years. My house is 89 years old, and all these
13 units the repair material came from the old Goodman
14 store. I am hoping and praying that the new store
15 of Home Depot will be there. It is needed; it is a
16 convenient location. As far as the traffic goes,
17 that's a problem everywhere.

18 It is not only convenient, because some
19 of we who are older people certainly cannot get out
20 of town to do our shopping. And it is convenient
21 because a big store like Home Depot will have about
22 everything you need. You don't have to waste time
23 going anywhere else to find what you need.

24 I trust that you will all remember that
25 the income alone would amount to some \$400,000

1 Jusino, and I have a business on 2830 San Bruno
2 Avenue. I am also a secretary of the San Bruno
3 Avenue Merchants Association, and on behalf of the
4 merchants association we are for Home Depot at the
164 Bayshore Boulevard, and I actually have a letter
here from our president in support of that, with our
7 reasons. So if I can just give this to you?

8 Thank you.

9 PRESIDENT BELL: Thank you. Rob
10 Caldwell.

11 MR. ROB CALDWELL: I'm Rob Caldwell, 195
12 Bayshore Boulevard, San Francisco. I own
13 Caldwell's, the building salvage resource. We are a
14 business that has been on Bayshore Boulevard for
15 over 25 years, and I would like to address one
16 aspect of the D-EIR -- the traffic.

17 I have been there for a long time, and
18 from Goodman's in its heyday, and when Whole Earth
114 Access and Allstate Plywood were very successful,
there was quite a bit of traffic. I'm sure the
21 traffic will be coming back to those patterns, but I
22 think it will be better because I think there is
23 better planning now than they had in the past.

24 Also, we welcome the additional traffic;
25 the consumers that will be coming to Bayshore

1 annually in sales tax, and that there will be
2 many -- maybe 300 more jobs added.

3 Please, let's not have any more delay on
4 this matter. Thank you, and many, many thanks, and
5 hoping you consider all these points.

6 MR. BADINER: If I may, Commissioners,
7 and I know you have said it before, but I'm going to
8 try it again:

9 I want to clarify what this hearing is
10 about. This is a hearing on the adequacy of the
11 EIR; not whether we feel Home Depot is appropriate
12 or inappropriate. What is appropriate to comment at
13 this time is the adequacy of the EIR, in terms of
14 its traffic-transit impacts; urban design; air
15 quality; things like that. Is it adequate or is it
16 not?

17 There will be another time after this
18 EIR, if it is certified, to talk about Home Depot
19 itself, the project, once we have all the
20 information that is contained in the EIR. And
21 whether it is appropriate and whether it is a great
22 project for the city or a terrible project for the
23 city.

24 But that's not what we're considering
25 right now. It is a very technical distinction; I

1 just wanted to try one more time to make it. We'll
 2 see whether it is useful.
 3 Thank you.
 4 PRESIDENT BELL: James Tam.
 5 MR. JAMES TAM: Hi. My name is James
 6 Tam; I live on 1588 Sycamore Avenue. For
 7 20-something years I drive by Bayshore Avenue almost
 8 every day.
 9 I don't know much about the EIR, but I
 10 live right in between where Colma Home Depot is and
 11 where the proposed Home Depot site is. I
 12 practically go to the Home Depot at least twice a
 13 week; sometimes twice a day. I do spend a small
 14 fortune there. And I am sure that the EIR problem,
 15 the Colma they welcome me, because when I go there I
 16 have to drive around and around to find a parking
 17 space.
 18 I don't think that the EIR will probably
 19 be that bad for Bayshore Boulevard, because I am
 20 sure when Home Depot construct a parking lot they
 21 will probably make the entrance not from the
 22 Bayshore; they will make people turn into a side
 23 street for the garage. I'm sure they are smart in
 24 that kind of design.
 25 I spend so much money at Home Depot --

1 You have Bayshore Boulevard itself, and you have
 2 Highway 101 with the Bayshore exit.
 3 As several other speakers have said, I
 4 don't think people would drive down Cortland more
 5 than once. I have lived in that same house for 25
 6 years, and I know exactly how traffic works in that
 7 area. I used to shop at Goodman's as well. I have
 8 been in that house for 25 years.
 9 Goodman's was a great shop. You know, it
 10 was very convenient; now Colma gets all of my money,
 11 and Colma gets my sales tax dollars.
 12 I believe that the traffic issues are
 13 workable -- speaking directly to the EIR matters
 14 here. But as Commissioner Feldstein noted at one
 15 point, all this planning has something to do with
 16 social engineering.
 17 And I'll be just very brief on this: San
 18 Francisco needs jobs; San Francisco needs tax
 19 revenue -- especially in our times of deficit. And
 20 I'll just close on a personal note: I'm unemployed
 21 at the moment, and it sure would be nice if I could
 22 get a job down there.
 23 Thank you very much.
 24 SECRETARY AVERY: Before we take the next
 25 speaker, the doorway is blocked. We need you to

1 even though it cheaper for me to go shop in Colma
 2 Home Depot because of sales tax is less, as a good
 3 San Franciscan I like to see the Home Depot Bayshore
 4 site get approved.
 5 Thank you.
 6 PRESIDENT BELL: Thank you. Robert
 7 Heacock. And followed by Rick Rutledge.
 8 MR. BOB HEACOCK: My name is Bob Heacock;
 9 I live at 281 Bradford Street -- which is right off
 10 Cortland. And I used to be able to look out my back
 11 window, and look down on the old Goodman's, so go
 12 down Bradford Street and I get to Cortland Street.
 13 I would say the worst traffic on Cortland
 14 Street is between 6:00 and 7:30 in the morning, and
 15 that's commuters from Bernal Heights who are going
 16 down Cortland Street and onto Bayshore Boulevard.
 17 It is my understanding that the Home Depot has
 18 redesigned their entrances and exits to be on Loomis
 19 Street -- which is actually behind Bayshore
 20 Boulevard.
 21 I have enough experience with traffic
 22 engineering that I know that if they put cut-outs --
 23 even double cut-outs -- that people would not get
 24 backed up on Bayshore or Industrial. You have
 25 Alemany as a main source of entry into that area.

1 move away from the door. There is this whole wall
 2 over here -- is open; find a seat. And there is
 3 still overflow in Room 421. I saw few people move a
 4 couple of steps, but that door is blocked.
 5 MR. RICK RUTLEDGE: Good evening. My
 6 name is Rick Rutledge; I live at 735 Andover Street,
 7 which I own and have owned for seven years. I have
 8 lived in San Francisco for 14 years, and I'm here to
 9 express my vehement support for accepting the draft
 10 EIR, and moving ahead with this project.
 11 For my 14 years here I have been working
 12 here and been an avid do-it-yourselfer, often to the
 13 benefit of landlords, and often for the benefit of
 14 myself and my neighbors.
 15 I know one of the biggest issues raised
 16 in the EIR is traffic, and I think the location that
 17 has been selected is probably the best location in
 18 the city for dealing with traffic. We have 101 and
 19 280, both literally within a stone's throw of the
 20 site. We have Industrial, Alemany, San Bruno,
 21 Bayshore and Potrero -- all accessible for surface
 22 streets of various areas of the city.
 23 I know that for me, I would often walk to
 24 the Home Depot, rather than driving to Colma for any
 25 smaller lumber that I would have previously walked

114 to Goodman's for. I currently walk to S and C Ford
3 from my home when I need to use their services and I
4 just want to state my support.

5 PRESIDENT BELL: John DeGarmo? Followed
6 by Robert Greco, and then Iris Gregory.

7 MR. JOHN DeGARMO: Good afternoon, Madam
8 President, and members of the board.

9 My name is John DeGarmo, and I have
10 worked in that area about 20 years, and I have done
11 business with about 90 percent of the businesses on
12 Bayshore.

164 It is very important that Home Depot be
13 allowed to come in here, because the environmental
14 impact of the death of Goodman's has caused an
15 influx of heroin addicts, crack monsters, and speed
16 freaks, who have congregated around this vacant
17 property and has made it very, very -- brought down
18 the quality of life in the neighborhood. It will
19 bring tax dollars and bring jobs and bring training.

20 The traffic is estimated to increase on a
21 quarterly basis by 13 percent. That amounts to one
22 car for every eight cars that come down there now;
23 they are going to have one more car: not very much
24 of an impact.

25 Also, now that Goodman's is gone, and the

1 Whole Earth is gone, the traffic has diminished
2 greatly in the last three years, but we really need
3 the Home Depot; you guys need the money; need the
4 tax dollars. I don't want to give it to Colma; I
5 want to give it to San Francisco.

6 Thank you.

7 PRESIDENT BELL: Thank you. Robert
8 Greco? Iris Gregory? Followed by Ali -- is it
9 Sayed?

10 MR. ALI SAEED: Good evening; my name is
11 Ali Saeed. Since the Goodman's closed, we lost a
12 lot of business. And its business went down and
13 anything we have to buy for the like tiles, lights,
14 we have to Colma. And we would like to have Home
15 Depot. Thank you.

16 PRESIDENT BELL: Cesar Mendoza, and then
17 David Gregory.

18 MR. CESAR MENDOZA: Good evening,
19 Commissioners. My name is Cesar Mendoza. I live
20 there a few blocks from -- by Home Depot. It should
21 be there. I have been there a long time, over 30
22 years. And I know when Goodman Lumber was there,
23 there was no problem with traffic, because I think
24 when somebody leaves something, they don't owe him
25 that same trouble. So the traffic would be like --

1 not be a big impact there -- the same as you heard
2 from other speakers.

3 So I think it would be for the good of
4 the neighborhood to have this business over there.
5 We have really a lot of other facts concerning with
6 the EIR or D-EIR. Thank you.

7 PRESIDENT BELL: Thank you.

8 MR. DAVID GREGMORE: David Gregmore, 101
9 Dartmouth Street, San Francisco. Essentially I'll
10 read a prepared speech that just addresses the
11 D-EIR.

12 Anyway, clearly the environmental issues
13 have been fully addressed in the EIR. Every day
14 that this project is in limbo Bayshore Boulevard
15 deteriorates with more litter and drug use,
16 conducted around the old Goodman's site.

17 As a small business owner, I'm tired of
18 the delays, and I urge the Commission to recognize
19 this document is thorough and complete. My family
20 has owned property on Bayshore Boulevard since 1939,
21 and has continually operated a business there.

22 As has been stated before that whole area
23 was lumber yards; there was lumber yards all over
24 the place; hardware companies set up the next thing.

25 Essentially with Goodman's and other

1 companies, other than Carpet Connection,
2 Floorcraft -- it has always been a home improvement
3 center. Since Goodman's has closed, the area has
4 deteriorated. Most of the businesses in the area
5 have lost business.

6 People will come in and jobs will be
7 created, and the tax revenue generated would be
8 great for the City of San Francisco, and so
9 basically I'm all for it.

10 PRESIDENT BELL: Andrea Elzie and
11 Reverend Cordell Hawkins. I know some people left.

12 Andrew McGowan? And then Anna Shimko.

13 MS. ANNA SHIMKO: I don't know if I'm age
14 or beauty, but I'll take it.

15 I'm Anna Shimko, speaking today as the
16 lawyer on behalf of Home Depot. Very briefly, Home
17 Depot will be submitting some more detailed comments
18 on the EIR as of the close of the public comment
19 period tomorrow.

20 Our opinion is that the EIR does, very
21 thoroughly and comprehensively, evaluate the impacts
22 of the proposed project. In fact, in our view it
23 overstates the impacts by using very conservative,
24 worst-case assumptions. But in the CEQA world
25 that's a good thing, understanding that the impacts

and mitigation measures are not too small.

The public has an opportunity to be aware of what the impacts might be. Our mitigation obligations will be sufficient to cover what our impact may be, and more. And again, we will submit more detailed comments, but I would very heartily commend the City on a very thorough, comprehensive document.

Thank you.

PRESIDENT BELL: Al Norman, followed by S and J -- no name is put here.

MR. AL NORMAN: Al Norman, President of Bay View Merchants Association, and my comments on the EIR are concerning the environmental impact on Bayshore Boulevard and entering the freeway, and the impact that -- the differential of the impact of when the Fell Street offramp was up, and since it has been torn down. Because we had a consistent increase in traffic in trying to get on that freeway since that Fell Street offramp has been pulled down. Traffic is backing up now.

So the EIR might have been good before CalTrans tore down that part of the freeway, but it has been backed up since, and a lot of people are taking off, coming off on Bayshore, and taking other

decrease the quality of life not only for Bay View/Hunters Point but also for our neighbors in Bernal.

We did spot some inaccuracies, and I would like to commend Home Depot for responding to those inaccuracies, such as the amount of the population daily workers -- I forget what actually the term is for it, but it was 75 to 100 in the D-EIR, and we questioned about this, and now they gave us a formula for how it is not supposed to be.

My point is this: It takes a common goal for that stuff. I've got a full-time job and full-time family, and most of the people who work with me on that stuff will have the same type of thing. And I always believe in measure twice and cut once, so when I make the final seal of approval of this, I want to make sure it sound good for Bay View, but also for the surrounding neighbors.

Thanks.

PRESIDENT BELL: Laurel Muniz, followed by Joe Pocomo.

MS. LAURA RUIZ: Good afternoon, Commissioners. My name is Laurel Muniz. I have lived in Bernal Heights for 28 years, and I support the Home Depot project on Bayshore Boulevard. I

routes out. So these people are talking about there ain't going to be a big increase in traffic: Try to go down there now, and get out of here and go across the bay, and you will see what you are likely to contend with. Have the EPA check the pollution on all cars backed up.

So I'm concerned what the impact is now with all the automobiles since that freeway has been torn down. And traffic is considerably backed up. You have a heck of a time getting on the freeway, or if you want to take Potrero.

Thank you.

PRESIDENT BELL: Thank you.

Angelo King? Followed by Laurel Muniz.

MR. ANGELO KING: Thank you, Commissioners, and thank you for continuing to allow us, the community, to take a look at the D-EIR. You know, it is a very complicated document.

My name is Angelo King. I'm the director of Southeast Neighborhood Jobs Roundtable, and I'm a Bay View resident.

It is a very complicated document, and there's a lot of people full-time jobs trying to go over these things, and trying to make sure what is in here is best for the community, and does not

have been involved in this project for almost two years now, and I can tell you that the Home Depot representatives have done an excellent job in their outreach to our community, for those of us who were willing to listen.

The Home Depot team has given two presentations to the Northwest Bernal Alliance, a community driven non-profit all-volunteer neighborhood improvement group, of which I am a member.

Several of our members asked for an additional exit and entrance; glare reduction from the roof at night; and mitigation of the project's traffic impact. On a second visit to our community group, the Home Depot traffic architect and consultant showed us the design changes they made in order to address these concerns.

Our neighbors to the east, the Bay View/Hunters Point communities, and the PAC, have worked long and hard to create a concept plan to revitalize this dying corridor, which includes a project such as this.

I support this plan. I am satisfied with the D-EIR, and ask that you move this project forward. Thank you for allowing me the opportunity

1 to speak before you today.
2 PRESIDENT BELL: Joe Pecoro, followed by
3 Judy Berkowitz.

4 MR. JOE PECORO: My name is Joe Pecoro.
5 I'm a long-time resident of Bernal Heights, and I
6 favor Home Depot going on to Bayshore. I'll try to
7 stick to the EIR.

114

8 I did read it -- and it is not the
9 easiest thing to do -- and I did see that the
10 traffic impact was going to increase 13 percent.
11 And I was thinking "Well, what about common sense?"

12 If you've got 101, 280, and Cesar Chavez
13 to get to the store, why would you use Cortland? If
14 you did use Cortland, like other people have
15 said, you would use it once. You've got eight or
16 ten stop signs; it is a one-lane road. You will do
17 it once, and you won't do it again.

18 And also, when Goodman's and Whole Earth
19 Access were there, they had super sidewalk sales all
20 the time. And I mean there were cars; there were a
21 lot of people there, and nobody ever complained in
22 the Bernal Heights community about the traffic. And
23 there was a lot of traffic, but nobody said
24 anything. And also you had Whole Earth Access. I
25 mean there was a lot of business going on.

144

1 And as far as -- like the Bernal Heights
2 Neighborhood Center, which is spearheading this
3 whole anti-Home Depot thing -- in the beginning they
4 proposed to Home Depot, "Well, you build your store;
5 let us put affordable housing on top." And there
6 were figures like a thousand affordable units.
7 Never a word about the problem of Cortland Avenue
8 being inundated with traffic -- only until it was
9 declared an industrial zone. Bernal Heights
10 Neighborhood Center turned right around and said
11 "No, we don't want it." If there was affordable
12 housing going upstairs, you would see very quiet
13 Bernal Heights Neighborhood Center.

14 Thank you very much.
15 PRESIDENT BELL: Thank you.
16 Judy Berkowitz?

17 MS. JUDY BERKOWITZ: Good evening,
18 Commissioners; President Bell. My name is Judy
19 Berkowitz. However, actually I'm speaking for
20 someone who had to leave from the Bay View -- is
21 that all right?

22 PRESIDENT BELL: Sure.

114

23 MS. BERKOWITZ: Her name is Doris
24 Vincent. This is her speech:
25 I have lived 43 years in the Bay View. I

1 support and approve the D-EIR as written, and
2 would -- and please ask you to approve and certify
3 the D-EIR.

4 The independent study states that "The
5 potential queues that would develop at the main
6 access routes to the proposed project, and the
7 increase in traffic volumes at the nearby
8 intersections, would not adversely affect Muni and
9 Samtrans service levels, and therefore would not
10 result in significant impact to transit operations."

11 "With the emphasis on public transit
12 coming from the Planning Department, but the
13 decrease in Muni services throughout the city, we
14 concur that a level of service would not be
15 adversely affected. Please approve and certify the
16 D-EIR. Thank you for your consideration."

17 PRESIDENT BELL: Thank you. Stephen
18 Summers? Maria Cruz? And Mario Villa. Any of
19 those people here?

20 MS. EVE BACH: Sorry. I thought there
21 was going to be a whole troop ahead of me.

22 I'm Eve Bach, from ArcEcology, an
23 organization in San Francisco. We have been working
24 with the Bernal Heights Neighborhood Center
25 providing the technical assistance on this project.

1 There are many defects, I think, in this
2 EIR, and the three minutes available obviously don't
3 allow going into them, but there's one problem that
4 I would like to bring -- and we will do it in
5 writing -- but there is one problem I would like to
6 bring to your attention, and it is a problem both
7 with the Environmental Impact Report, and it is a
8 much bigger problem as well.

9 And that has to do with the inadequacy of
10 the general plan. As you may know, San Francisco's
11 general plan looks at most -- provides most land use
12 policies through the area plans. Bernal Heights
13 doesn't have an area plan, and the general plan
14 doesn't have a land use element. So we have a
15 situation where there are no policies that cover
16 Bernal Heights.

17 The reconciliation of uses that
18 ordinarily would be addressed by the land use
19 element -- direct conciliation between adjoining
20 areas, and between areas in the city as a whole --
21 has not taken place.

22 This is a much bigger problem than the
23 EIR problem, but it also is an EIR problem, because
24 it is not mentioned in the EIR, and because the
25 potential conflicts are not addressed, the potential

land use conflicts are not addressed.

The other large problem with this EIR that I would like to bring to your attention is that almost all of the data that has been used is not available to the public. We have requested of the Planning Department that we be permitted to review the data -- almost all of which comes from Home Depot -- and have not been allowed to do that during the review period -- which means that we can't really comment on it during the review period.

This is a serious problem, and I think will require you to extend the review period.

Thank you for your attention, and good luck.

PRESIDENT BELL: Thank you. Ron Morgan? Larry Cruz?

MR. LARRY CRUZ: Thank you. Good afternoon, Commissioners.

My name is Larry Cruz. I'm the president of the Bernal Heights Neighborhood Center, and a 14-year resident of Bernal Heights. I am here to voice my serious concerns, and to raise questions about the draft of the EIR.

Just by looking at the map, it is clear that Bernal Heights is the residential and

that choke our streets, foul our air, and impede our local commercial enterprises.

We don't want to support corporations that give empty promises of employment. We don't want to support big-box corporations that exploit their workers; cause local businesses to go bust; and do not make significant and meaningful contributions to the surrounding neighborhood.

Bernal Heights is undergoing its own revitalization. Over the last ten years we have seen a flurry of small business development that has enhanced all of our lives in Bernal Heights. I'm talking about the bank; restaurants; grocers; book stores; churches; coffee houses; flower shops; nail salons; boutiques and all the myriad number of services that make up our neighborhood, and contribute to the unique character of Bernal Heights. The viability and survival of these small businesses must be protected and taken into consideration when we develop the Bayshore.

We in Bernal Heights have been involved in the Home Depot project for over two years, and we expect that this process will continue for the foreseeable future. Let me state that we will continue to provide oversight of all aspects of any

commercial area that will be most affected by the environmental changes brought about by the proposed project. Since today's main focus is the environment, including the traffic impacts, the air quality and land use, it is my sincere hope and my strong request that our concerns in Bernal Heights be taken as the most important and substantive issues before you today.

In previous meetings we have been portrayed as Nimby's and anti-growth. That is just not so. We do want development along the Bayshore corridor; we do understand that San Francisco needs a strong economic tax base; and we do want to create meaningful jobs for San Franciscans, especially for those in Bay View/Hunters Point.

We do want to ensure that air quality will not be compromised, and any other large project in the future will not compromise this. And we certainly want and will be involved in all aspects of the land use development along the Bayshore corridor.

What we don't want is unregulated growth without thought and careful analysis of traffic concerns, air quality, and that lack community input. We don't want to create traffic patterns

development; we will continue to advocate for our neighbors and small businesses, to protect our quality of life and economic development. We will see this process through; we will be in every meeting, and we will raise questions that require serious answers.

What is at stake here is the very quality of our daily lives, and no negative impact will go left unchallenged.

COMMISSIONER ANTONINI: Mauricio Vela, Ron Morgan -- I think -- and Barbara Kyle.

MR. MAURICIO VELA: Good afternoon, Commissioners, and Department Head Green. I'm glad to be here.

I am the executive director of the Bernal Heights Neighborhood Center, and I am also a resident of Bernal Heights and a native San Franciscan -- and glad to be part of this struggle and discussion and debate around the development of Home Depot.

We have been fighting this development for the past 27 months, and I first want to say, you know, my parents still live on 30th and Noe, and we always took Cortland to get to Goodman's Lumber and Whole Earth Access. That has been our short-cut

1 forever, and that's what we use, and what a lot of
2 people will use.

3 We never proposed to have a mixed-use
4 development with Home Depot and housing on top. We
5 took a survey back in April of 2001, and over 400
6 residents responded, and 75 percent of those
7 residents were against a Home Depot proposal, and
8 wanted another commercial use with the possibility
9 of housing on top.

10 We also did meet with Home Depot back as
11 recent as last May. We have had our ears and eyes
12 open and willing to listen, and nothing really
13 changed with their latest proposal except the
14 driveway on the back side of Loomis.

15 It is still as big as it is, 150,000
16 square feet, the biggest in the nation. It will
17 impact our community negatively.

18 The traffic right now on Cortland does
19 queue up just to get into Bayshore. 10 cars now;
20 with Home Depot, 25 cars, when cars and trucks
21 deliver to the store, and it is chaos on Cortland.

22 It is not just about Cortland; it is not
23 about Bayshore; it is about our transit corridors to
24 move in and out of the community. We support the
25 local businesses down there, and we feel that this

1 will displace them. There will be 1,200 new cars
2 down there per hour, which is going to be impossible
3 to deal with. Public transportation will be slow.
4 We pride ourselves on being a transit-first
5 community in the city.

6 The data that has been used is, as we
7 mentioned -- needs to be reviewed; needs to be
8 disputed; it is not accurate.

9 The on ramps are backed up coming down to
10 traffic off the 101. It is going to have a
11 tremendous negative impact.

12 We do want to work on developing an
13 alternative development plan for the sites, and we
14 ask you to reject the draft EIR today, or when you
15 do take your vote. Thank you very much.

16 COMMISSIONER ANTONINI: Next speaker will
17 be Ron Morgan. Then Barbara Kyle and then Craig
18 Weber.

19 MR. RON MORGAN: Good evening,
20 Commissioners, and thank you. My name is Ron
21 Morgan; I reside at Bernal Heights.

22 SECRETARY AVERY: Before I even start
23 your time, the door is blocked. There are seats in
24 the room. You may take seats. We encourage you to
25 do so, please, so I can stop interrupting the

1 hearing.

2 MR. MORGAN: I reside in Bernal Heights,
3 and I also work as the organizing coordinator of the
4 Bernal Heights Neighborhood Center.

5 When we and others requested the Planning
6 Commission require Home Depot to submit to a full
7 environmental impact review, we had hoped that the
8 resulting EIR would outline the very significant
9 impacts of the project, and suggest a suitable
10 mitigation program. Unfortunately, the draft EIR
11 published in March of this year does not come close
12 to doing this, and if it were up before you today I
13 would ask you to reject it.

14 The draft EIR on Home Depot is a Trojan
15 horse. It states the project will have a minimum of
16 impact, and offers to pay for a minimum mitigation
17 program. Hidden inside are the real impacts and
18 real costs of mitigating.

19 The question the Commission must ask is
20 this: If Home Depot is allowed to avoid paying to
21 mitigate its impacts, who will? The answer is the
22 City of San Francisco and the taxpayers.

23 Others will focus on specifics; on
24 traffic impacts. I would like to focus on one
25 portion of the D-EIR, which is a one-page finding on

1 growth inducement.

2 The draft EIR finds that the project
3 would not have a significant effect on growth
4 inducement. That's on Page 103, Section F. This
5 finding is clearly inadequate. The proposed Home
6 Depot development is intended to be growth inducing.
7 Its impact as a growth-inducing development needs to
8 be studied as part of an EIR.

9 Since the project's application for
10 environmental review, it is our understanding that
11 Pier 1 Imports has lease options on a currently
12 undeveloped site immediately adjacent to the
13 proposed Home Depot, on the condition that the Home
14 Depot development is granted approval to build.
15 This demonstrates, without even breaking ground,
16 that the project is growth inducing.

17 The San Francisco Planning Department and
18 San Francisco redevelopment agency, through the
19 neighborhoods planning and zoning process, and the
20 survey area planned for the South Bayshore Survey
21 area, has stated an intention to encourage
22 development, including big-box retail development,
23 along the Bayshore border.

24 The redevelopment agency has been
25 explicitly supportive of the Home Depot proposed

1 development, because it feels Home Depot is
2 necessary to anchor and jump-start large scale
3 development along Bayshore. This is growth
4 inducement, and it needs to be studied in the EIR.

5 The draft EIR states that the project may
6 induce commercial growth in the area, but such
7 growth would be part of the planned growth of the
8 city. There is no reference in the draft EIR to a
9 specific plan about this commercial growth, so it is
10 impossible to determine which plan is being
11 referenced.

12 The commercial growth induced by the
13 project, if comparable in size to the scope of the
14 project, would create impacts on infrastructure far
15 above existing capacity. The possible impacts on
16 infrastructure would include traffic intersections;
17 freeway on ramps; traffic flow; impact on water and
18 sewage.

19 I would just ask you, the Planning
20 Department, to look into the growth inducement that
21 is being acknowledged here.

22 COMMISSIONER ANTONINI: Thank you. Next
23 speaker Barbara Kyle. Craig Weber and Andia Zabala.

24 MS. BARBARA KYLE: My name is Barbara
74 Kyle, and I live at 50 Santa Marina in Bernal

1 Heights, and I want to talk to you about traffic.

2 I have two main points that I want to
3 make about traffic, and the fact that information
4 that's in this EIR -- it doesn't make these
5 conclusions; just looking at the data shows the
6 traffic impacts are enormous to Bernal Heights.

7 And it also brings up very serious issues
8 with the data and how it was used, that we think
9 results in the traffic impacts being seriously
10 underestimated and underrepresented here.

11 As you can see, it is right out of the
12 proposal: The Home Depot plan has its main driveway
13 coming right off the Cortland Avenue. Cortland is
14 our main thoroughfare in Bernal Heights. Bernal
15 Heights is a very pedestrian-friendly community, and
16 while there is -- they have added another little
17 access in the back off Loomis, this is the primary
18 driveway (indicating).

19 I'm just wondering if any of you have
20 ever been to the Colma Home Depot. Just picture for
21 a moment what the driveway looks like there, and
22 what that parking garage looks like, and that's
23 going to be our reality every time we come down
24 Cortland Avenue, and try to just get out of our
25 neighborhood and go to our work or shopping or other

1 places along there. And that's just something that
2 we think is really problematic.

3 One thing that the traffic study does: "A
4 companion study was done; the transportation
5 study -- is it evaluates all of the freeways and
6 intersections with what they call "level of
7 service." I'm sure you are familiar with this. It
8 grades everything A-B-C-D-E-F, and the City says
9 anything E or F is unacceptable. We actually think
10 that D is also unacceptable, given that we have so
11 few routes to get in and out of Bernal Heights.

12 This (indicating) is what the results of
13 the traffic study show: that in fact by the year
14 2015, all of the freeway onramps will be at level F;
15 completely unacceptable. And that means extremely
16 long delays; terrible backups. Many of our other
17 intersections will be at Levels D or E, and in fact
18 the data is somewhat skewed, because what they will
19 do is they will take an average for an intersection,
20 and then -- which will lower the grade.

21 There is a Cortland eastbound, and it is
22 going to be a Level E, and it is going to be a
23 serious problem for all of us. They make it look
24 like it is D because they average eastbound and
25 westbound.

1 So here (indicating) is what it looks
2 like for our whole neighborhood. These are all the
3 intersections; anything that is red is F, and
4 anything yellow is E, and greens are D's, and
5 basically everywhere we go we run into trouble.
6 These little highlights are called "collision hot
7 spots" that were identified by the City's own
8 traffic study -- that are also problematic.

9 PRESIDENT BELL: Craig Weber is next.
10 And followed by Andia Zabala, and then Velma Zabala,
11 and Roy Recio. After Roy is Mr. M.A. Cane.

12 MR. ROY RECIO: My name is Roy Recio; I
13 was here previously on the eastern neighborhoods
14 discussion. I live in Bernal Heights; I work south
15 of Market. I live at 255 Ellsworth Street.

16 As a legally blind resident of Bernal
17 Heights, I walk down into the old plant house, owned
18 and operated for a long, long time, and I can tell
19 that you walking across the street and going down
20 Cortland and crossing the street to Bayshore is
21 really, really tough -- compounded with this
22 proposed site of Home Depot is going to get a lot
23 tougher. Almost everyone will get the monstrosity
24 what with the approved target in traffic. For me it
25 is going to be totally, totally almost impossible

<p style="text-align: right;">Page 50</p> <p>1 for me to enjoy my life there.</p> <p>2 Previously I talked to you about</p> <p>85 3 working south of Market; I told you about the space</p> <p>4 for the airport screener program there. I take the</p> <p>5 299 from Bernal down to Bayshore to the airport, and</p> <p>6 in the morning with the previous people I have</p> <p>7 talked about the high traffic densities and so on.</p> <p>8 And it takes me two hours to get back from the</p> <p>9 airport on the 299, coming through Bayshore, to be</p> <p>10 dropped off and walk up the hill to Cortland.</p> <p>11 So I think everybody needs to put into</p> <p>12 consideration about the effects of the people who</p> <p>13 actually live there and work there, and also what</p> <p>14 they're going through, basically, in my situation --</p> <p>15 and there's also other situations here.</p> <p>16 I also want to talk to you about jobs.</p> <p>157 17 There are lots of fallacies and a lot of false</p> <p>18 statements from the City about jobs in the</p> <p>19 community. The Metreon is a prime example.</p> <p>20 They promised our community jobs, jobs,</p> <p>21 jobs and they said, "Oh, yeah, we're going to give</p> <p>22 you jobs at Metreon." At the South of Market</p> <p>23 Employment Center, this year we placed two folks in</p> <p>24 the community into jobs, because the Home Depot</p> <p>25 people and -- such as Metreon and so on and so forth</p>	<p style="text-align: right;">Page 52</p> <p>1 kind of -- the traffic that comes off of</p> <p>2 O'Shaughnessy, and then travel -- people from the</p> <p>3 west of Twin Peaks use O'Shaughnessy; travel to</p> <p>44 4 Mission; come across Cortland onto Bayshore. People</p> <p>5 come down Guerrero, then on to Mission, and across</p> <p>6 Cortland, onto the Bayshore. I don't think people</p> <p>7 will necessarily circumvent the city in order to get</p> <p>8 to this proposed store.</p> <p>9 I think that it will have an effect of</p> <p>125 10 adding pollution, because there will be cars idling,</p> <p>11 as they wait to pull into the lot. And I think that</p> <p>12 it is a poor use of our land; our extremely limited</p> <p>23 13 land, to devote it to a big-box.</p> <p>14 I think we can do better, and I think we</p> <p>15 owe it to the neighborhoods that surround it, and to</p> <p>16 the city. Thank you.</p> <p>17 PRESIDENT BELL: Thank you.</p> <p>18 MR. ROBERT MOKERY: Good evening. My</p> <p>19 name is Robert Mokery; I'm a resident of Bernal</p> <p>44 20 Heights, 308 Andover Street. I'm not associated</p> <p>21 with any of the neighborhood groups, nor with Home</p> <p>22 Depot. I'm speaking with you today to discuss the</p> <p>23 D-EIR, and I find a series of flaws with that,</p> <p>24 specifically relating to the air pollution issues</p> <p>25 and traffic.</p>
<p style="text-align: right;">Page 51</p> <p>1 -- they have not been accountable to the community.</p> <p>157 2 They say, "Yes, we're going to train</p> <p>3 folks and give them jobs; give them opportunities."</p> <p>4 It is just a fallacy. For them to make false</p> <p>5 statements is pathetic; it is pathetic.</p> <p>6 Thank you very much.</p> <p>7 PRESIDENT BELL: I have an M.A. Caine.</p> <p>8 Shannon Dodge? Amy Beinart?</p> <p>9 MS. AMY BEINART: My name is Amy Beinart,</p> <p>10 and I have lived in Bernal Heights for 15 years;</p> <p>11 been a resident of the city for 25.</p> <p>66 12 I am absolutely opposed to this project,</p> <p>13 and I have serious concerns about the draft EIR. I</p> <p>14 think it is extremely inaccurate in addressing the</p> <p>15 traffic concerns that will affect Bernal Heights,</p> <p>16 particularly the intersection of Mission and</p> <p>17 Cortland, which is where the 24 has to turn, and</p> <p>18 also the intersection across Cortland where the 67</p> <p>19 crosses on Folsom.</p> <p>20 So I think it is not only a matter of</p> <p>21 affecting other cars that are coming down Cortland</p> <p>22 Street, but also having a serious and negative</p> <p>23 impact on buses that have to use those routes.</p> <p>44 24 I'm also concerned that the draft EIR</p> <p>25 doesn't adequately address or fully evaluate the</p>	<p style="text-align: right;">Page 53</p> <p>1 Not only will we have significant</p> <p>2 increase of traffic. The quoted language of 13</p> <p>3 percent increase, in my estimation, is very, very</p> <p>44 4 low. Having shopped at the Home Depot in Colma, I</p> <p>5 have seen many times when it is backed up; the</p> <p>6 service street is backed up down Junipero Serra, and</p> <p>7 all the way back up onto the freeway where it is</p> <p>8 backed up. And these are not just cars idling.</p> <p>9 These are commercial vehicles; diesel trucks; loud</p> <p>10 ladders; rattly trucks going through the residential</p> <p>11 neighborhoods early in the morning, further</p> <p>12 compounding the traffic problem. I don't feel that</p> <p>13 this has been fully addressed.</p> <p>14 Secondly, as a stated growth inducer,</p> <p>15 there is the potential of other businesses coming,</p> <p>16 which will further aggravate both traffic and the</p> <p>135 17 air pollution. And lastly, I don't think anyone has</p> <p>18 a problem with Home Depot per se, just specifically</p> <p>19 with this project. I'm aware they have, and are</p> <p>20 developing, 60,000-square-foot smaller box projects</p> <p>152 21 in other tight, congested urban areas, and I would</p> <p>22 be very in favor of a project of that means. And I</p> <p>23 think that will be in keeping with the San Francisco</p> <p>24 pride of promotion of neighborhood merchants.</p> <p>25 A huge big box is inconsistent with this</p>

152 history and area. Thank you very much for your
2 time.

3 PRESIDENT BELL: I have Amy Kyle. And
4 then Liz Linal, and Linda Cook.

5 MS. AMY KYLE: My name is Amy Kyle, and
6 I'm going to speak specifically to the issues
7 related to the air quality in the D-EIR. Before I
8 do that, I want to reflect for a moment on what we
9 know about air pollution now, that we didn't know
10 ten years ago.

11 You know, air pollution is worse than we
12 thought. It causes a lot of health effects today,
13 at levels that we see in the City and County of San
14 Francisco and other major metropolitan areas. And
15 it is something you really need to think about when
16 we're doing planning.

17 I think that planning in a community
18 perhaps has a way to go yet, in thinking about how
19 land use and transportation relates to air quality
20 and the health significance of some of your
21 decisions. So I'm going to frame these comments
22 with that.

23 I think that air pollution is very
24 important on behalf of the community, and we need to
25 take the analysis very seriously for a project like

1 of air pollutants. It is looking at the older
2 standards for particulate matter and so on. It is
3 not looking at newer standards that have been
4 adopted in the last few years by the US EPA and by
5 the State, that correspond to some of this emerging
6 research about health effects of particulate matter
7 and other pollutants.

8 So the analysis is very severely flawed,
9 and I believe that staff needs to go back and look
10 at the current standards that have been adopted,
11 that are closer to reflecting what we know about
12 these effects, and think about how it would relate
13 to this project. Thank you.

14 PRESIDENT BELL: Liz Linal?

15 MS. LIZ LINAL: Liz Linal, a resident of
16 Bernal Heights, 148 Park Street. I also work for
17 Cole Hardware, but I'm also here as a resident.

18 I have heard all the comments, and I'm a
19 lay person reading a draft EIR, as well as the
20 supplemental traffic report, and I can tell you with
21 my yellow highlighter that I got very concerned
22 about the "F" marking on traffic studies, as well as
23 the D's, and the projection out to 2015 -- with
24 nothing taken into consideration about the proposal
25 that we have all heard, and are aware of, of what

1 this, where congestion is a major issue.

2 The second big point I wanted to make is
3 that vehicle pollution in cities now is one of the
4 most important sources of air pollution. So when
5 you think about what kind of pollution levels we're
6 seeing, a lot of it comes from vehicles. So how we
7 manage land, transportation, etc., to a large extent
8 determines what we have in the way of air pollution,
9 and then related health effects. So all these
10 things go together. And I think it is, as I say,
11 very important to analyze them in a serious and
12 well-grounded way.

13 Now I don't think that this draft
14 environmental impact report does that. And I'm
15 speaking to you as someone who has some expertise in
16 this area. I'm not being a consultant to anyone,
17 but I do have research and teaching appointments at
18 the UC-Berkeley School of Public Health, and the
19 area of environmental health sciences is my area of
20 expertise. I have a PhD in that area, and I have
21 published research on air pollution and children's
22 health and so on. I'm speaking to you just as a
23 resident who has some expertise in this area.

24 But what this D-EIR does not do is it
25 doesn't look at the current knowledge of the effects

1 else is going to be happening in the corridor.

2 I'm asking you to take a look at the big
3 picture. As a third-generation San Franciscan, San
4 Francisco has been well known for not planning
5 ahead, and I'm asking you as commissioners to please
6 look at the future for the Bernal Heights area, as
7 well as the Bay View and surrounding areas.

8 Thank you.

9 PRESIDENT BELL: Linda Cook, followed by
10 Ted Herzberg, and then Rosanne Liggett.

11 MS. LINDA COOK: I'm Linda Cook. I am a
12 manager of a small business in San Francisco that's
13 Cole Hardware, and I cannot believe that people are
14 not paying attention to the fact of how much small
15 business would be lost because of Home Depot coming
16 in. People need to be more aware of that.

17 The beauty of San Francisco, and as a
18 resident for 15 years, is that there are small
19 neighborhoods, and they've got cute little coffee
20 shops and the hardware store and all this. This
21 will all be gone. Mainly the cool little hardware
22 store will be gone because of Home Depot, and Home
23 Depot will bring in the other stores.

24 Home Depot is an anchor, and they will
25 bring other stores, which will make these little

1 neighborhoods not be able to be in business, as most
2 of them can't afford rent. How can they afford to
3 compete with these big boxes?

4 And by the way, for all the people that
5 do not know where to go shop except Home Depot, come
6 to me. I'm on 29th and Mission.

7 PRESIDENT BELL: Focus on the D-EIR.

8 Dan Herzberg; Rosanne Liggett; Brent

9 Daniel.

10 MS. ROSANNE LIGGETT: My name is Rosanne
11 Liggett, and I'm a resident of Bernal Heights, and a
12 long-time resident of San Francisco. And I think

13 that this Home Depot proposal is huge, and will have
14 a big negative impact on Bernal Heights and the
15 surrounding area, including the traffic on the

16 entrances and exits off of the freeways on either
17 side of the proposed project, and on Bayshore
18 Boulevard and Cortland -- which I think people who

19 have spoken about people not using Cortland
20 Avenue as an avenue -- as a means of getting to Home
21 Depot -- is completely wrong.

22 The Home Depot is proposing a giant
23 project; they are expecting to have a lot of
24 business. And they are out building a three-story
25 parking structure at the end of Cortland Street, not

1 expecting people to come through there? So I think
2 that we're going to have a big problem impact.

3 One thing I would like to address also,
4 and hasn't been spoken to, is I don't believe the
5 D-EIR adequately addresses the impact that traffic
6 will have on the side streets of Bernal Heights,
7 which are very narrow. And at present one car at a
8 time can pass through a lot of the side streets on
9 either side of Cortland, and as of now, we have to
10 do a choreographed dance, and politely allow another
11 person to pass, because two cars at a time can't go
12 down those streets.

13 And so I'm expecting that if traffic
14 increases on Cortland, that the side streets will
15 become even more congested -- which they really
16 cannot handle any more cars.

17 The other thing I would like to say is I
18 think the issue of earthquake safety and seismic
19 safety has not been adequately addressed in the
20 D-EIR. Some of the big-box stores have been known
21 to inadequately have their things stored on shelves,
22 and people have been injured in stores from things
23 falling off of these shelves. And I don't think
24 that the earthquake safety has been adequately
25 addressed in San Francisco for these kind of

1 shelves, and storage of things up high. People have
2 been known to be injured.

3 Customers, welcome to the store.

4 So I think that's the issue that hasn't
5 been addressed as well. And then on the way over
6 here today -- there was one more thing I wanted to
7 say. But...

8 PRESIDENT BELL: Brent Daniel.

9 MR. BRENT DANIEL: Good evening. Thank
10 you for this opportunity to speak to you today. It
11 is a first time for me; it is kind of exciting.

12 My name is Brent Daniel. I live at 437
13 Prentice Street. It is adjacent -- near the Bernal
14 Heights neighborhood.

15 I urge you to treat the D-EIR with great
16 skepticism, because basically I'm very skeptical
17 about it. Basically I have three examples to share
18 which bred my skepticism.

19 The first is the Colma Home Depot. I
20 have visited there before, and I can remember
21 consistently waiting several minutes or more -- and
22 that's just off memory, and perhaps was even
23 longer -- to simply enter the driveway. And I can
24 only imagine that that would be the case for a store
25 that is considerably larger than the Home Depot

1 store as proposed for this property.

2 The other example that I would like to
3 share is the condition of getting off the freeway in
4 Emeryville, outside Ikea. I don't have the figures
5 on that, but I think probably comparable with what
6 you have proposed here, and it strikes me that we
7 would be facing a similar condition on freeways
8 surrounding this proposed Home Depot project. And
9 consequently it would have a very significant
10 traffic impact. So basically I intuitively feel it
11 probably underestimates the impact, so I would urge
12 you to look for greater study of that.

13 The third area is the D-EIR was looking
14 at side streets in the neighborhood. I'm realizing
15 that today I will probably no longer go down Putnam
16 Street, which is a feeder on to Alemany, because
17 every time I go down that street I take my life in
18 my hands and I'm thinking, "If there is more
19 traffic, I can only imagine considerable traffic
20 accidents if not fatalities as a result of such an
21 increase in traffic."

22 So I urge great skepticism with respect
23 to the D-EIR and its effect on traffic, and
24 consequently its spillover impact on air pollution,
25 and I urge you to reject it and look for a stronger

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and more thorough evaluation.

Thank you very much for your time this evening.

PRESIDENT BELL: I have Douglas Holloway.

MR. DOUGLAS HOLLOWAY: Good evening, Commissioners. My name is Douglas Holloway, 201 Bennington Street in Bernal Heights. I have lived there for about 15 years; lived in the city for 30 years.

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I was just looking at the map here. I think it has been pointed out that the main entrance and exit is Cortland Avenue. So we're talking about Cortland Avenue, which is already congested all throughout the day, early in the morning through late in the evening, serving as a driveway into this gigantic Home Depot project. And I think that this draft does not adequately address the traffic impact.

We're also going to be talking about -- they talk about vehicles. They just say "vehicles." 150 vehicles per hour are going to be added at peak times.

What they don't specify is what kind of vehicles. We're not talking about electric cars and Volkswagen bugs. We are talking about vans; we're

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talking about large pickup trucks; we're talking about delivery trucks, for that matter, going back and forth across Cortland.

They are not going to all make it over in that hour, because there's going to be a huge congestion along there. It is going to take more than an hour to get across the hill if we start adding all this traffic. They are going to start going off on side streets; there is going to be idling; stopping; starting. You are going to have

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an increase in air pollution beyond what has been specified here in the draft.

So I think those two issues you have to look at very carefully.

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And really I urge you, rather than just reading these things and listening to people, just drive over to the area where this project is proposed: drive down to Colma; look at the congestion that Home Depot causes, and just use common sense.

PRESIDENT BELL: Gretchen Mokery.

MS. GRETCHEN MOKERY: Gretchen Mokery, 308 Hanover.

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I disagree with the finding in the D-EIR that 776 trips during a weekday or 1,100 added

trips on a Saturday would not be significant. They are saying that would not be a significant impact, and I disagree with that.

There's been a lot of talk about people are projecting there will be additional traffic on Cortland. But living in Bernal, the only way to get out of that neighborhood to the rest of the city is either on Mission or Bayshore.

And I think what a new Home Depot would do is block up Bayshore, and that's what would make Cortland back up, because everyone trying to get to work from Bernal area would be backing up -- which to me feels very -- almost a dangerous situation, where people in a neighborhood cannot actually exit their neighborhood to get to work.

I think there's a type of air particulates that go into air that were not studied in this EIR. The PM 2.5's are more dangerous than the 10's -- this is something that was not studied, and something I heard from an expert in this. So I would like to see more study in that; more study on cancer effects of the air pollution that's going to be added to our neighborhood. But I think saying that the air pollution that's being added to our neighborhood is not significant: I also disagree

with that. I believe it would be very significant.

And I also feel that the EIR is really trying to push the largest -- that they have three options of development, and they are trying to push the biggest one. They might want to look at the 60,000-square-foot in more detail -- which is more in the nature and scale and character of the area.

PRESIDENT BELL: Julie Milburn, and then John Daniel. Edith Lule? Tina Rottolo? Eventually I will just put the cards down.

MR. JOHN DANIEL: Since no one else is stepping up, my name is John Daniel, and I have lived for 20 years at the corner of Cortland and Prospect.

I'm very concerned about the future when I hear another 1,200 cars going through every hour. Because why would you use Cortland to get over there when everyone says "Well, it is too crowded"? Well, the reason is because Cesar Chavez has a lot of stop lights that one would have to stop at, whereas Cortland has stop signs. So people blow through the stop signs.

My experience living at Cortland and Prospect is that when I want to go up and shop at The Good Life Grocery, for example, trying to cross

<p style="text-align: right;">Page 66</p> <p>1 the street you can take your life in your hands at 2 some times, because the people that drive through a 3 neighborhood -- my attitude when I'm in a 4 neighborhood is that I'm in my neighborhood walking 70 around, but when someone is driving through my neighborhood trying to get somewhere at rush hour, 7 their attitude is I'm in the way, and I shouldn't be 8 crossing the street. And if I do, "Screw you." 9 I have had that happen. I have been hit 10 by a car before in my life; it is a very frightening 11 experience. And I was almost hit by a car outside 12 The Good Life Grocery, from people who just say, 13 "Well, the residents are in the way, and they should 14 wait for the cars to go." And they don't know who 15 has the right of way in a crosswalk. 16 At Cortland-Prospect, when cars come over 17 the hill and they see the deadlocked cars backed up 18 for a block going down to Mission Street, going 19 westward on Cortland, they take a right on Prospect, 20 oftentimes in an SUV taking it like a Porsche. 21 There is like the gunning acceleration, 22 and "I've got my radial tires on, and my anti-sway 23 bars, and I can go 35 miles an hour" -- through a 24 street that would be better built for like 15 miles 25 an hour. And that's just the way they are.</p>	<p style="text-align: right;">Page 68</p> <p>1 Bernal Heights it is a grueling hill on a bicycle, 2 and every provision should be made for allowing 3 bicycle riding through an area that is a cutout 90 between the hills -- which is what Bayshore is. 5 And I don't see any planning about that 6 in the environmental impact report; I think it is 7 very important for the people from San Bruno Avenue. 8 PRESIDENT BELL: Larry Dean? 9 MR. LARRY DEAN: Commission, my name is 10 Larry Dean, and I'm a resident of Bernal Heights; 11 been there about seven years. And I at least tried 12 to read the D-EIR, and couldn't very well, but I did 13 look at the charts. 14 I'm not an expert on any of this; I don't 15 know anything about traffic and urban development 16 and all that stuff that has been talked about by the 17 people that know more. But the sense that I got 18 from the report, which I think everybody has agreed 19 upon -- those for and against -- is that traffic 20 will definitely increase in that area, and the air 21 quality will be worse. It is only a degree of 22 whether people think it is going to be a 23 not-significant increase or a significant increase, 24 and I think that that determines where people stand. 25 But it is definitely going to get worse in all</p>
<p style="text-align: right;">Page 67</p> <p>1 I clean up the front of our house that we 70 live in, and get the soot off of it, and within three days or so there is another coating of black 4 soot on the white paint. 5 And I have something else to say: 6 Bayshore is a cutout. If you are on a bicycle, and 7 you want to get from San Bruno Avenue, for example, 8 where I went recently on my bicycle, just to see 9 what was happening down south. Because usually I'm 90 like headed toward San Francisco; I don't go down south; I'm like going towards in San Francisco. 12 But when I went down to San Bruno 13 recently I noticed there were bike lanes there. And 14 I was saying, "How the heck would someone get from 15 San Bruno -- where I have a friend who lives down 16 there, and I was trying to purchase the right bike 17 -- How do you get from San Bruno to downtown San 18 Francisco to commute?" And I'm asking you to plan 19 for the future. 20 This is the time to plan for the future; 21 not at some future time when you think, "Well, maybe 22 if the problem gets bad enough we can start planning 23 for it." 24 The time to plan for it is now, and there 25 is no way that -- going up Cortland or going up to</p>	<p style="text-align: right;">Page 69</p> <p>1 areas. 2 So I would just like to say on that 3 alone, just on the D-EIR, I would be opposed to a 100 150,000-square-foot home improvement store that 4 would increase traffic by over 700 cars on a 5 weekday, and 1,100 on a weekend. I think that's a 6 significant amount to anyone. 7 And I don't make it to City Hall very 8 often, and I certainly never made it to one of these 9 hearings, but I was very, very happy to hear that on 10 a previous item you said that you are a transit 11 first; you have a transit-first policy. I don't see 12 how anyone reading this D-EIR could interpret it by 13 any means being a transit-first policy. 14 So thank you for your time. 15 MR. CHARLES ABRAMS: Good afternoon -- or 16 good evening, Commissioners. My name is Charles 17 Abrams. I am a traffic engineer, a transportation 18 planning consultant -- and working with Cole 19 Hardware and Sue Hestor on this project. I'm also 20 on the City Council, and have been on the Planning 145 Commission in Walnut Creek. 22 I have reviewed the EIR very thoroughly, 23 in addition to all the traffic studies that 24 accompany it, and I must admit that what really 25</p>

1 struck me the most when I looked at the final result
2 of this was the mitigation measures that are being
3 put on Home Depot's part of this project.

145 There are three mitigation measures
mentioned in the report. One is to change the
6 signal timing at Cortland and Bayshore; there's
7 another one to remove the central line striping over
8 six feet to make some new lanes. There is also a
9 left-turn arrow would that be put in at Bayshore and
10 Silver. And I think the extent of these mitigations
11 don't in any way match up with the traffic and the
12 issues that are being developed as a part of this
13 Home Depot.

14 This project will generate, as has been
15 said, about a thousand vehicles per hour, and that's
16 typical of most of the big-box stores that are in
17 that range of 800 to 1200.

18 Consider that a lane of traffic on the
19 freeway carries about 2,000 cars per hour, so this
20 project is the equivalent of adding another half a
21 lane of traffic on the freeway, or even a full lane
22 of traffic on Bayshore Boulevard. Now admittedly it
23 is not all in the same place at the same time, but
24 the overall impact is of that magnitude.

25 The City of San Francisco is really, I

1 running out time, but there's an awful lot of
2 different assumptions that go into that process, not
3 the least of which is the other development in the
4 area; growth of background traffic; the existing
5 counts were done at a time when traffic was much
6 lower than normal.

7 I am submitting many of these comments in
8 writing.

9 PRESIDENT BELL: Deborah Levy. And after
10 Deborah, Bill Nieto. And then Rachel Kesel.

11 MS. DEBORAH LEVY: Good evening. My name
12 is Deborah Levy, and I live in Bernal, 103 Holly
13 Park Circle, and I'm a third generation San
14 Franciscan.

15 I believe that the D-EIR makes it clear
16 that Home Depot on Bayshore is not going to be good
17 for Bernal, or for the rest of the city. I think
18 that it completely underestimates the traffic
19 impacts, and not only that, but the social impacts
20 this will have on the city.

21 I'm going to start by talking about the
22 two things that affect me the most. I have two
23 children, and one is in 5th grade and one is in high
24 school. The 5th grader relies on Laidlaw buses, the
25 yellow buses, to get to school, as do most of the

1 think, missing the boat on this area when it comes
2 to having these kinds of developers having to pay
3 their fair share. I note the City does have,
4 certainly, the intent to have new development pay
5 its fair share of the impacts that they create.
6 This is not happening with this project.

7 An equivalent project in some of the
8 suburban locations would have traffic impact pay,
9 for example, that might be \$3,000 per peak-hour trip
10 that might amount to \$5 to \$8 million towards
11 traffic improvements that go in to support this
12 project.

13 Another part of this really deals with
14 specifically the mitigations and the results of the
15 cumulative analysis of the year 2015. I think, in
103 looking at all of these, comparing these numbers to
the existing ones, some of those numbers have been
greatly understated.

18 It is curious that all five of the
19 intersections on Bayshore Boulevard are just
20 ever-so-slightly below the City standard; you have a
21 standard of 40 seconds of delay, above which
22 mitigation is needed to be made. Five of the
23 intersections are in the range of 35 to 39 seconds
24 of delay, and there are so many -- if I will -- I'm

1 kids in the public schools in the city. And Laidlaw
2 is on the other side of Bayshore.

3 My kids get on the school bus at 7:15 in
4 the morning to get to school, and the kids who come
5 from Bay View get on that bus at 10 to 7:00. I
6 think there is no doubt that there will be some
7 delay at those hours on Bayshore because of the
8 traffic. Those are the peak hours for contractors
9 and carpenters to go buy stuff at a place like Home
10 Depot.

11 So Laidlaw: Even a 10-minute delay to
12 have those kids get on the bus at Bay View at close
13 to 6:30 in the morning -- is close to denying them
14 the option of even going to school at some of the
15 other schools in the city.

16 My other son takes the 24 bus to high
17 school. It mentions it in the D-EIR, Page 51, it
18 mentions that it will affect the 24 line. As of now
19 that line is pretty good. Delays on that are going
20 to make it that much harder for him to go to the
21 high school that he's chosen on the other side of
22 town.

23 I also think that all of these things
24 will be affected by future stores that will come in,
25 and in every other community where Home Depot has

<p>Page 74</p> <p>99 gone, additional large retail stores have gone in.</p> <p>2 And I think that to have a strip of large</p> <p>3 retail stores there will divide the city instead of</p> <p>4 uniting it. It will make it almost like a border,</p> <p>163 so that people in Bay View and Visitation Valley and</p> <p>7 the other neighborhoods over there who will want to</p> <p>8 cross town to go to school and work -- it will be</p> <p>9 that much harder for them to do, and instead what we</p> <p>10 need is a mixed use; a mid-sized retail development.</p> <p>11 I agree with the people who say we need</p> <p>12 something there. We do need something there, and a</p> <p>13 hardware store would be great there. But we need it</p> <p>14 in a size and on levels that fit with our community.</p> <p>15 I think that is all I had to say. So I</p> <p>16 urge you to reject this.</p> <p>17 MR. BILL NIETO: Hi. My name is Bill</p> <p>18 Nieto; I have lived at 228 Gates since January 4,</p> <p>19 1945, at the ripe age of seven days old. I am a</p> <p>163 native; my father also grew up in San Francisco, and</p> <p>20 my mother is from Potrero Hill, and I hear a lot of</p> <p>21 people talking about -- in this meeting like you</p> <p>22 have here -- we all have the same feelings, but we</p> <p>23 want it in somebody else's back yard. But Bay View</p> <p>24 wants this over there.</p> <p>25 It is a common-sense deal. We're talking</p>	<p>Page 76</p> <p>1 membership in Local 85 has probably dropped -- it</p> <p>2 was about 5,000 to 8,000 thousand members, and now</p> <p>3 there's maybe 600 members.</p> <p>4 We're talking local people here that are</p> <p>5 born and raised, and it is unbelievable for people</p> <p>6 to think that Home Depot is going to come in there</p> <p>7 and help them, and put them back to work, and stuff</p> <p>8 like this. It is just not going to happen.</p> <p>9 I cross down on the bottom of Bayshore</p> <p>10 every morning going to work, and it is already</p> <p>11 backed up. And it is incredible that people think</p> <p>12 that there's not going to be any difference in</p> <p>13 pollution and stuff like that.</p> <p>14 I'm 58 years old. I go to the gym every</p> <p>15 day. I don't smoke; I don't drink; I'm in perfect</p> <p>16 health. I'll go to Colma right up the street.</p> <p>17 If something happens to me, who is going</p> <p>18 to be responsible for this? My son and daughter?</p> <p>19 My father died from emphysema, from smoking; a</p> <p>20 terrible death. That's what I'm worried about. And</p> <p>21 I've got about seven seconds, and I'm going to say</p> <p>22 good-bye and have a good day.</p> <p>23 MS. RACHEL KESEL: My name is Rachel</p> <p>24 Kesel, and I'm a cyclist, and I come from just west</p> <p>25 of Bernal Heights in my job that I have been working</p> <p>157</p> <p>113</p> <p>120</p> <p>90</p>
<p>Page 75</p> <p>1 common sense. I mean look at Home Depot in Colma.</p> <p>2 They did a beautiful, magnificent job over there.</p> <p>163 They did so well they built one right up the street.</p> <p>3 And if you go and visit it on the weekend -- I shop</p> <p>4 at Home Depot; I'm not going to drive to Home Depot.</p> <p>5 And I urge you -- small business people</p> <p>6 that are down at the bottom of Cortland Avenue are</p> <p>7 supporting Home Depot. Mr. Caldwell -- I was over</p> <p>8 there looking at railroad ties at his place. Home</p> <p>9 Depot has the same railroad tie for \$13.47; he has</p> <p>10 them for \$12.00. How long do you think that's going</p> <p>11 to last?</p> <p>12 The traffic alone on Gates Street -- I</p> <p>13 live a half a block off Cortland; it is a fun</p> <p>14 street, where I've got to go across to get to my</p> <p>113 neighborhood grocery store -- which I use all the</p> <p>15 time. There is only one crosswalk; there is no room</p> <p>16 for a stop sign. And you cannot cross that street</p> <p>17 there right now.</p> <p>18 I'm not talking about with Home Depot in</p> <p>19 there. And I'm a professional truck driver; I drive</p> <p>20 a truck for a living. I have been driving a truck</p> <p>157 since 1965.</p> <p>21 The job there is going to be lost.</p> <p>22 People don't realize since I have been driving our</p>	<p>Page 77</p> <p>1 for three years -- which is a block off of Bayshore</p> <p>2 on Jerrold Avenue.</p> <p>3 On Monday night I saw a cyclist get hit</p> <p>4 by a car on Oakdale at Bayshore, so it is already</p> <p>5 happening. I didn't speak to the fact that I get</p> <p>6 spit at and yelled at and having things thrown at me</p> <p>7 by people coming off of Cortland, turning on to</p> <p>8 Bayshore. So when I see these other people, who are</p> <p>9 going to be impatient -- 1,200 more cars per hour as</p> <p>10 I'm coming from my job -- what are they going to do?</p> <p>11 Are they going to run me off the road?</p> <p>12 There is a lot of air pollution already</p> <p>13 down there. I'm not there in my car breathing</p> <p>14 filtered air through my heater or my air</p> <p>15 conditioner. I smell the diesel that's already down</p> <p>16 there from the big trucks.</p> <p>17 If they are going idling on Bayshore</p> <p>18 while I'm cycling, it is going to hurt my lungs. By</p> <p>19 2015 they are talking about on ramps are going to be</p> <p>20 packed.</p> <p>21 The buses down there are all great. They</p> <p>22 are equipped with bike racks, that help people like</p> <p>23 me get over the big hill. And those buses are also</p> <p>24 going to be impacted -- not just the 24 and 9, but</p> <p>25 also the 23 that comes from Crescent -- which will</p> <p>90</p> <p>125</p> <p>99</p>

99 also suffer greatly.
 2 The D-EIR also speaks to say that there
 3 will be a loss of some public parking spaces down
 94 there, and I don't really know who uses those
 6 spaces, but I wonder if they are going to be able to
 7 park on the lot at Home Depot.

135 There's also going to be growth
 10 inducement. I don't think that was spoken to enough
 11 in the D-EIR. If we're going to let Pier 1 come in
 12 after this, I don't think that's going to be in any
 13 way mitigating to the traffic.

146 I don't think that Home Depot's
 15 mitigation requirements are strong enough. I think
 16 that they should pay for them, not the City. If
 17 this is a transit-first commission, then I think you
 18 should really be representing people such as myself,
 19 who are trying to reduce air pollution by taking
 20 bicycles and utilizing Muni. Samtrans will also be
 21 affected.

163 Visitation Valley didn't want Home Depot
 22 and they fought them off. And Bernal Heights will,
 23 too. Thanks.

24 PRESIDENT BELL: Joseph Smook? Followed
 25 by Chris Wittman, and then Dora Steinberg.

MR. JOSEPH SMOOK: Good evening,

1 Commissioners.

2 I work at Bernal Heights Neighborhood
 3 Center, and just a couple of comments. There have
 4 been a lot of comments made regarding the traffic
 5 and environmental impact report.

54 One point -- actually two points that I
 7 would like to make are first, regarding the
 8 Department of Parking and Traffic's detailed
 9 traffic-calming study that was made in the Bernal
 10 Heights neighborhood: It was a very comprehensive
 11 study, and Bernal Heights neighborhood was made a
 12 pilot project by the Department of Parking and
 13 Traffic, partly because of activism from the
 14 neighbors in Bernal Heights, and partly because
 15 there was a significant traffic impact and
 16 subsequent pedestrian safety impact in Bernal
 17 Heights currently.

18 And the Department of Parking and
 19 Traffic's traffic calming study and subsequent
 20 recommendations for modifying the routing and making
 21 provisions for mitigating the current traffic
 22 impacts has not been referenced in the D-EIR. It
 23 needs to be.

24 It actually kind of goes both ways. One
 25 is the increased traffic from the store, it needs to

1 be evaluated how the increased traffic impacts
 2 pedestrian safety. And conversely, once there are
 3 mitigations made because of the traffic-calming
 4 measures, those will additionally impact the way
 5 traffic flows through the Bernal Heights
 6 neighborhood. So it goes both ways. So that will
 7 actually impact the way that people get to the store
 8 through the neighborhood.

9 The other thing is simply just a planning
 10 note. Right now there are two major vacant sites on
 11 Bayshore Boulevard. There is an opportunity for
 12 development to create a sense of place on Bayshore
 13 Boulevard, and this has not been addressed by --
 14 will not be addressed by a large, big box retail
 15 outlet.

16 Those are my only comments. Thank you.

17 MR. CHRIS WITTMAN: Good evening. My
 18 name is Chris Wittman, and I live right near the
 19 corner of Nevada and Cortland. I'm not affiliated
 20 with any group here tonight. I would like to
 21 address a couple of things with the EIR.

22 One, I heard some talk tonight that Home
 23 Depot has made a change of their entrance to Loomis
 24 Street. Now I would submit to you if they have
 25 materially changed their proposal, and that is a

1 material change, that you then have to go back and
 2 re-look at your figures here.

3 My second observation: There seems to be
 4 a lot of questioning about what the metrics are, and
 5 how the measurements were made. I work across the
 6 street at California Public Utilities Commission,
 7 and we require applicants there on issues like this
 8 to provide the underlying data in electronic format
 9 that could be searchable. The question is, "What is
 10 the underlying data here from which these
 11 conclusions here are drawn?"

12 The third point I would like to make:

13 You are all planning professionals; I'm sure you
 14 have heard of Jane Jacobs, a woman who wrote about
 15 community, and I don't know if this is coming under
 16 the rubric of an EIR, but it seems to me that an
 17 environmental impact is a sort of immunity bill, and
 18 if we're going to have big-box alley down there,
 19 we're going to have a deracinated, sterile community
 20 like you have now in Colma.

21 I think that should have been looked at:
 22 how this will tie in with transit; how it will tie
 23 in with foot traffic -- I don't see any of that
 24 here. I also don't see also mention in this D-EIR
 25 of parking impacts on Cortland.

Page 82

1 You go to Good Life Grocery or the other
 2 stores on Cortland, and you can't find a parking
 95 3 spot. People are circling the blocks. We have the
 4 Union Street/Noe Valley syndrome -- driving around
 5 five or ten minutes before you find a parking spot.
 6 That then spreads the pressure out to the side,
 7 capillary streets.
 8 So none of that seems to have been
 9 mentioned here, and I just think that there needs to
 10 be more data and more study about the impacts all
 11 around the neighborhood.
 12 I have a letter; should I give that to
 13 your secretary?
 14 PRESIDENT BELL: Yes, please.
 15 Dory Steinberg?
 16 MR. DORY STEINBERG: I have lived,
 17 unfortunately, in the same one-bedroom apartment on
 18 Gladys Street in San Francisco since 1985.
 19 When I first moved here, Myrtle, the main
 20 corridor to Cortland was a relative ghost town, and
 67 21 at night you take your life in your hands walking
 22 around there; there is a lot of drug activity.
 23 Bernal has emerged to be one of the jewel
 24 neighborhoods in San Francisco -- but with a price.
 25 And right now in this report it talks about the year

Page 83

1 2015 that the ramps will be all jammed up, and that
 2 there will be problems with the intersection of
 3 Cortland and Bayshore.
 4 Well, I would suggest that you take a
 67 5 nice day -- day off, or sometime in the weekend, and
 6 travel in our lovely neighborhood, and find out for
 7 yourself what it is like to travel down Cortland to
 8 Bayshore, or then to make a left turn and try to get
 9 on 101.
 10 It is so frustrating that half the time
 11 right now when I try to get on 101, I end up taking
 12 Potrero, because I just can't deal with the traffic
 13 and the queue backing up to 101. That's right now.
 14 I work at KALW, which is in the Burton
 15 High School, which is the Silver Avenue exit, so a
 16 lot of times I come down Cortland and I make the
 17 right turn to get on 101, so I know what I'm talking
 18 about when right this moment there's heavy
 19 congestion on Cortland.
 20 I mention that with Home Depot coming in
 21 and whatever else may follow, that people in Noe
 22 Valley, Twin Peaks and the Castro -- I mean it is a
 23 slam dunk that they are going to come through
 24 Mission and to Cortland. I mean that's the
 25 short-cut; that's the way to do it. It is too

Page 84

1 tricky the other ways. So it will make a very, I
 2 think, profound negative impact trafficwise, and
 3 also in terms of air pollution.
 4 In addition, I would also -- this is
 5 maybe more of an aside, but when we talk about
 6 putting a retail establishment in that box, I'm sure
 7 that San Francisco can do a better job to find a
 8 mid-sized retail solution that would deal with the
 9 youth of Bayview/Hunters Point, and give them
 10 meaningful employment.
 11 I have gone to Home Depot. It is kind of
 12 an experience where you really have to fend for
 13 yourself, and really know what you want going in.
 14 The salespeople really are not trained for a
 15 vocation for the future. These are dead-end jobs.
 16 I'm sure there is some sort of
 17 establishment that you can put in there that can
 18 really address youth's needs for employment, so they
 19 can build a vocation for the future. This does not
 20 do that.
 21 One last point about the neighborhood
 22 quality of Bernal Heights. I'm one of these guys
 23 that knows very little about home improvement and
 24 about just the normal fix-it kind of things. It is
 25 a great story; I'll be back. Thank you.

Page 85

1 PRESIDENT BELL: Eric Gareharter.
 2 Followed by Eloise Hatton. And then Mark Lynch.
 3 MR. ERIK GAREHARTER: My name is Erik
 4 Gareharter. A lot of people talk about the traffic
 5 on Cortland. Well, I live on Cortland, right in the
 6 commercial heart of it at 4:30. It's like Wall
 7 Street. I'm also self-employed, working at my home,
 8 and use my car frequently for my job -- which is
 9 required.
 10 And as people have said, and as I know
 11 very well, Cortland already is quite a mess. One
 12 person said it was worse in the morning commute; I
 13 would agree with that with one exception, which is
 14 the evening commute, from about 3:00 to 5:00. We
 15 have a combination of double-parked cars; buses
 16 where there is no provision to pull over.
 17 In the morning there's delivery trucks,
 18 some of which are semis that come up there, and for
 19 example, the trucks that deliver to Bernal B's,
 20 which is right in front of the library, right next
 21 to the community center -- that semi is sometimes
 22 the length of the entire block.
 23 The streets are extremely congested as
 24 they are, and extremely narrow. There's very few
 25 options to get from western neighborhoods except

<p style="text-align: right;">Page 86</p> <p>1 through Cortland. People use it now; people will 2 continue to use it.</p> <p>68 So when I see in the D-EIR these D's and 3 F's at some of these intersections like Mission and 4 Cortland; Andover and Cortland, it is very 5 frightening to me. And it will impact on my work 6 and my ability to do my assignments -- to do my 7 assignments in a speedy manner and a necessary 8 manner to meet deadlines.</p> <p>9 So I urge you to reject this EIR, and 10 look for a more suitable, more community-oriented 11 development for that area. Thank you.</p> <p>12 MS. ELOISE PATTON: Good evening. My 13 name is Eloise Patton and I'm here as a community 14 resident. I have been in the community for 45 15 years, and there are some concerns regarding the EIR 16 that I would like to voice at this time.</p> <p>36 There are some inaccuracies, as far as 17 some of the numbers are concerned. We all know 18 that. There are several of them. While I cannot 19 address all of them, there is one in particular, 20 which is the employment number, that is of great 21 concern.</p> <p>22 Now I applaud Home Depot, because they 23 have been made aware of this inaccuracy, and have 24 25</p>	<p style="text-align: right;">Page 88</p> <p>1 I talked to a lot of supporters, and it 2 is as if they haven't picked up the EIR. Clearly 3 the traffic impacts and the pollution impacts are 4 significant.</p> <p>5 This notion that they will only do it 6 once: You know better than I how many automobiles 7 are registered in San Francisco. What is it; 8 200,000; 300,000; 400,000? That's a lot of people 9 only doing it once, to start with. If you read The 10 Tipping Point, you know if you have a little street 11 like this, just a small change can have a very big 12 impact. And I think you are seeing some of the 13 emotional responses to this today.</p> <p>14 This whole notion that people will use 15 the freeway: If I'm going through town I'll use the 16 freeway; if I'm coming east-west I'm not on 280 or 17 101.</p> <p>18 One of the points that was made earlier 19 about reconciliation between the neighborhoods, and 20 between areas: I want to emphasize this. 21 Throughout this we have made efforts to reconcile on 22 both a personal level and environmental level and 23 virtually every level -- economic level. We really 24 have trouble with that, and I think the Planning 25 Commission really needs to look at that -- how we</p> <p style="text-align: right;">44</p> <p style="text-align: right;">24</p>
<p style="text-align: right;">Page 87</p> <p>1 stated that they will correct it. However, the same 2 number that is indicated in the EIR has been quoted 3 time and time and time again at community meetings.</p> <p>4 So is that to say that those numbers that were 5 quoted at the community meetings were also 6 inaccurate? And if that's the case, shouldn't there 7 be other community meetings, so that the public can 8 be made aware that those numbers were inaccurate?</p> <p>9 I think this needs to be addressed in 10 your voting. I would hope you would consider it. 11 Thank you.</p> <p>12 MR. MARK LYNCH: Mark Lynch. 13 Thank you all for your ongoing work on 14 this. I'm sure you have spent a lot of time on 15 this.</p> <p>16 I restored an 1890 house, and I spend a 17 lot of money at Home Depot, so I am not 18 ideologically opposed, and I resent the fact that 19 anybody who would be opposed would be so.</p> <p>44 I have talked to a lot of my neighbors 20 about this. My name is Mark Lynch; I live at 105 21 Richland Avenue in Bernal. And I talked to one 22 neighbor who is a contractor, and he says that it is 23 a zoo down there, and he can't imagine it being like 24 this up here. 25</p>	<p style="text-align: right;">Page 89</p> <p>1 resolve this issue, and certainly future issues of 2 reconciliation, in future planning, and this 3 planning, especially.</p> <p>4 I have talked to other neighbors, who are 5 moms and dads, and they are especially concerned 6 about pollution issues. I think it is clear that 7 the EIR -- existing government standards for 8 regional emissions for ozone -- are unacceptable, 9 and there is no way to ameliorate this.</p> <p>10 Now I have lost -- and I don't know how 11 much you have lost to cancer. I lost a niece at 29; 12 a one-year old child to skin cancer. This is the 13 fastest-growing cancer in the United States in our 14 populace. I think this really needs to be 15 addressed. In addition, teachers and parents are 16 concerned about emphysema and respiratory issues.</p> <p>17 Thank you.</p> <p>18 MS. GINA SOLOMON: Members of the 19 Commission, good evening. My name is Gina Solomon, 20 and I'm a senior scientist at the Natural Resources 21 Defense Council, and an assistant professor of 22 medicine at UC-San Francisco. I'm here tonight, 23 however, as a resident of Bernal Heights.</p> <p>24 I read the draft EIR with great interest, 25 with focus particularly on the air quality section,</p> <p style="text-align: right;">24</p> <p style="text-align: right;">125</p> <p style="text-align: right;">120</p>

1 as that is my area of expertise. And I have some
2 significant concerns.

3 Obviously there's a threshold concern,
4 because the EIR states quite clearly that there is a
5 significant unmitigatable impact on reactive organic
6 gases which, as you know, are precursors to ozone.

7 As you may also know, there is quite a
8 body of epidemiological literature right now linking
9 ozone with asthma, particularly in children. A
10 major study in the past year published down in Los
11 Angeles showed that children who play sports
12 outdoors in areas where the ozones are high -- are
13 more likely to develop new-onset asthma. These are
14 kids who did not have asthma when the study began,
15 and because they were playing sports in a high-ozone
16 area they developed asthma.

17 We don't want to go there, and yet the
18 Bay Area is now designated as a non-attainment area
19 for ozone, so we are going there, and we do need to
20 pull back from the brink.

21 In addition, the reactive organic gases
22 that are ozone precursors are, in their own right,
23 toxic air contaminants. We're talking about
24 volatile organic compounds like benzene,
25 formaldehyde, and a whole series of other VOCs --

1 most of which are listed by the State of California
2 Air Resources Board as toxic air contaminants -- and
3 yet were not addressed in the EIR. The only toxic
4 air contaminant addressed in the EIR is exhaust
5 particulate.

6 In addition, when I hit Page 85 of the
7 EIR, I'm surprised at Table 8; it is quite out of
8 date. It includes the old standard for particulate
9 matter, 10 microns in diameter and temp of 30. That
10 is no longer the case and has not been the case for
11 a year. It is now lowered to 20.

12 There is a standard for PM 2.5 in the
13 State of California promulgated by the ERB in June
14 of 2002; that is a standard of 12 -- not even
15 reflected there on Page 85.

16 In addition, there are a number of things
17 in the EIR that underestimate. For example, there's
18 no consideration of idling vehicles; no
19 consideration of the fact that vehicles in
20 stop-and-go driving generate far more carbon
21 monoxide and volatile organic compounds than
22 vehicles traveling at a constant speed of 25 miles
23 an hour -- which is what is assumed in the EIR,
24 quite incorrectly.

25 In addition, they seem to think Bernal

1 Heights is flat. Vehicles that go up and down hills
2 are known to generate significantly more pollution.

3 Thank you.

4 MS. BIBI GRIGG: Hi, I'm BiBi Grigg. I'm
5 a Bernal Heights resident. I live at 130 Highland,
6 between Mission and Holly Park.

7 I have really appreciated hearing
8 everyone's comments today, and I am also concerned
9 about overflow traffic; traffic on Cortland; all of
10 those issues.

11 The one thing I wanted to add that I
12 haven't heard discussed today is people talk about
13 that this could be a good placement for a Home Depot
14 because there are freeway off ramps right next to
15 that area.

16 The freeways right there have multiple,
17 multiple, multiple merges right as you are going
18 past that area, so that when you go -- like 280 and
19 101 come together right in that area, so if you are
20 driving south on 280 and want to go to Bernal
21 Heights, like I often want to do, you have to merge
22 over by four or five or six lanes, as different
23 highways and freeways come together.

24 That already makes a lot of traffic
25 impact right there. And I think that adding

1 additional traffic -- this is not even to mention
2 Bernal Heights, but just the freeway approaches to
3 that area -- I think is going to create a lot of
4 extra danger and backup because of all that merging.

5 So that's my only additional comment. I
6 really appreciate your time today, and thank you
7 very much.

8 MR. JORGE BUSTOS: My name is Jorge
9 Bustos. I live at 1225 Florida Street. I'm a San
10 Francisco native, and I'm a real estate broker.

11 Back in 1995 I approached Home Depot to
12 try to get a shop over near Cesar Chavez.
13 Apparently that wouldn't go through, because of the
14 City and PG&E. With this project I have nothing to
15 do with, but I think it is a good project.

16 We're here to study the impact that it
17 will have on the environment and neighborhoods. Of
18 course with any type of change there is resistance.
19 There is positive aspects; there's negative aspects,
20 but we're here to look at which has the most weight.

21 The positive aspects have the most
22 weight, because it will benefit many individuals:
23 the individuals from the neighborhoods; the
24 individuals that work for the City and County and
25 other related small businesses -- the small

businesses as well -- in the neighborhoods will benefit greatly. They probably think they will be out of business, but most likely their business will increase, due to the increased flow of individuals onto that area.

I would like to speak right now as an owner-builder.

I have been to Home Depots from Fairfield to San Carlos, to buy products from Home Depots. The traffic problem which occurs in Colma is because there is a need for another Home Depot or another store. Actually, you should probably consider having two Home Depots in San Francisco, one on the east side and one on the west side. It wouldn't hurt, because right now the majority from the west side will still go to the Colma store because of the 19th Avenue traffic flow.

One thing I would like to point out is that the neighbors from the area do have good concerns. I'll address the City and County and also the State, because of the onramps and offramps of the approaches, to take consideration for the No. 1 thing, which is safety: safety for the elderly; the handicapped; the children -- it would benefit everyone greatly. And roads will improve; the

somebody knows something about hardware. And small businesses still get my vote every time.

I'm a small business owner, but like I say, I will only benefit from Home Depot coming in. Everybody in my business says, "Hey, I want to go there, but hey, I don't want them there."

The two things coming up on Bayshore -- I've got to say it is a wreck. I walk down the street; I live down there. But you know what? I notice a lot of business going on at 15th and Mission, and there's a whole lot of vagrants outside.

So I don't buy the idea of putting a big-box retail in there, you are going to have planters and people out sunning themselves. It is going to be the same. You just are going to have more people with signs saying "Spend less money on a screwdriver and give the rest to me."

I don't want it in there. I think there's two main sides that are here. One is the environment, and the other is money, and I think anybody who has any sense knows which one to choose.

Thank you.

PRESIDENT BELL: Jim Allison.

MR. JIM ALLISON: My name is Jim Allison.

neighborhoods will improve.

Currently myself: I don't think you will catch me walking on Bayshore during any time in the evening or at night.

I would like to say one more thing -- is that -- I just have a moment; I don't want to take your time, but it was something that would very well work out also. Thank you very much.

MS. MOLLIE MALONEY: I'm Mollie Maloney and I'm not with any particular organization. I want to thank you guys for staying this long.

I have a business that's about two blocks away from where Goodman's Lumber used to be. I used to go there all the time for hardware. It stands to reason that if my business is two blocks away, and people are driving by, I'm going to get more business. It sounds very good to me.

I also go to the hardware store every other day, unfortunately, and I don't want to drive out to Colma. I will go and wait and circle and look for parking at Cole Hardware, because -- three reasons: I don't have to sit in a long line of monster trucks waiting to get into a parking lot. It is hard to park over there; I'm not supporting small business. And when I go in there, oh, my God,

I'm a resident on Cortland Street and also hopefully a soon-to-be future business owner on Cortland Street.

I would like the City to consider the long-term impacts. We have seen the 2015 traffic projection, but there has not been an acknowledgment in the D-EIR of the other stores that would be induced into that area, and I think the City is in a position, at this point in time -- per the adage of planning to fail -- there has been a failure to plan for this, and a failure to account for the traffic increases that this D-EIR projects, in addition to the other D-EIRs; that mitigations that are proposed for Home Depot, sized as it is for the preferred alternatives -- may, in combination with future development, not be adequate to deal with the traffic impacts for Cortland Avenue and Bayshore Avenue.

So I would encourage the Commission and the City to take a moment to look and ask that Home Depot look at the future growth, and the City would look to the future growth impacts as has been addressed by the commentators.

Thank you.

PRESIDENT BELL: Ingrid Mardeson.

1 MS. INGRID MARDESON: My name is Ingrid
2 Mardeson. I live on Cortland at Prentice. I have
3 lived in San Francisco for about 30 years, and I
115 overlook -- I'm about six, seven blocks up from
6 Bayshore. And so I know that particulate matter
7 accumulates on the front of my house, and I have
8 looked at this report and I don't believe it.

9 Because I sit up there and watch the traffic go by;
10 watch trucks go by; and we are already having a
113 traffic problem. It is already pushing over,
12 particularly during morning and evening commutes
13 onto the side streets. Even I use the side streets.

14 You know, when I take the 24 bus I get
15 off across from my house, and I have trouble getting
16 across the street now. Because there's no stop; at
17 this point there's no stop signs from all the way
18 from Bayshore up to Folsom, so cars go pretty fast
19 and reach a curve. So when I go across there, I
20 move fast and looking both ways.

21 It is not going to get any better if you
22 start adding more cars. I don't know why we need a
163 big box there. The biggest store they've got in the
23 area -- I don't think they need that. They want to
24 put in two small stores, fine. They will go through
25 the whole reports on that.

1 the whole state needs more money; the whole nation
2 needs more money.

3 I want the environment to be considered.
4 I want people to be considered. And I want business
5 to be responsible. And I feel that the small
6 businesses -- I used to go to Goodman's all the
7 time. And as a person who wants to ask questions
8 about what --

9 PRESIDENT BELL: Thank you.

10 GIL PAYNE: Thank you, Commissioners, for
11 the opportunity to speak.

12 My name is Gil Payne; I live at 532
13 Franconia Street in Bernal Heights area. I have
14 been a five-year resident there, and I am associated
15 with Prudential of California Realty.

16 I think the D-EIR report doesn't go quite
17 far enough. I think, as everyone has said, we don't
18 have to wait until 2015 for the problems; you can
19 see them already today. And I would like to address
20 my remarks in three areas, first starting with the
21 traffic issue.

22 First of all, concerning Mission and
23 Cortland, I think it is obvious what is going to
24 happen here, in terms of the problem is already bad
25 enough for those trying to travel outside our

113 But the report says that there's going to
2 be big traffic problems. It says there's going to
3 be big air problems. I have worked 27 years with
4 pre-schoolers; I have seen a massive increase in
120 asthma.

5 I didn't have kids with asthma 27 years
6 ago. I didn't have it. Now I've got kids with
7 asthma and with inhalers at school, and I'm ready to
8 do CPR.

9 This is not right. This is your city. I
10 want you to think of San Francisco of the future:
11 having a whole line of big boxes down there with the
12 kind of traffic that brings in: That surely does
163 benefit the money; surely does benefit anybody who
15 owns property down there. And I'm sure it helps
16 their businesses, and I do want that area to
17 improve; I want there to be more jobs for people.

18 But I don't want it to be at the cost of
19 people not being able to walk in their neighborhood;
20 to be able to find parking in their neighborhood; to
21 be able to breathe in their neighborhood.

22 I love this city. I have lived here 30
23 years. I'm going to spend my life here. I want
24 this place -- I want us to think of the future. I
25 want us to think about yes, we need more money, but

1 community. It is an absolute nightmare.

2 Secondly, with respect to Bayshore, if
3 you hate the backups now, particularly when 80 has
4 bad traffic, or when the CHP kills a suspect off the
5 80, as they did two years ago, and have traffic
6 backed up all the way to 3Com, that makes it
7 impossible to have a big-box store with all of these
8 problems that are associated with the traffic, with
9 respect to the Bayshore corridor traffic at commute
10 times.

11 Third and finally, with respect to
12 Cortland, I hate the backlog. As you will see, the
13 street itself is backed up, but the parking problem
14 is going to be substantially exacerbated, and that's
15 something not tenable for us who live in Bernal.

16 Secondly, with respect to air quality,
17 this is like a Nimby issue, as I like to show where
18 the X is here, where my home is.

19 As you know, when you have smog, you have
20 haze; when you have haze, you can't see anything.
21 So when you are talking about the antiglare problem
22 from their roof, in addition to the smog that's
23 created, those of us who currently have views of the
24 East Bay are going to have views of white.

25 And I don't think that is very good for

154 our property, taxes, or our property values that
 2 I'll get to in my last remarks with respect to the
 3 land use and economic impact.
 4 Finally, with respect to fumes and air
 5 quality, I can already smell Sunset Scavenger when
 125 they bring their trash down by Bayshore and
 CalTrain. How much more gas exhaust, etc. am I
 8 going to smell from my house at this current time
 9 with a Home Depot there?
 10 Third and finally, with respect to land
 11 use and economic impact, I'm not averse to Home
 154 Depot. In fact, my entire back yard comes from Home
 Depot. But let's remember what Goodman's was.
 14 Goodman's was service; Goodman's was a very good
 15 local citizen. I wonder if Home Depot is going to
 16 do the same.
 17 Secondly, what about the cultural impact?
 18 No one has spoken of the Ohlone Indians and the
 132 artifacts that may exist in that area. Don't we
 think Native Americans have been harmed enough in
 21 this country?
 22 Third and finally, with respect to tax
 23 basis, I tell you that if you do this my home value
 154 will depreciate. If my home value depreciates, you
 have less property taxes coming from me. Combined

1 with tax breaks that you will give to Home Depot and
 154 other big-box stores, do you think that you will
 have more income coming into the City in terms of
 4 tax revenues or less? I hope you have less -- and
 5 it will have a bad impact on California and San
 6 Francisco in the future.
 7 Say no.
 8 MR. CHARLES CLARY: Good afternoon,
 9 Commissioners. Thank you for your patience with us
 10 as a community of the people who are pleased to have
 11 improvements, and we're pleased not to have
 12 improvements.
 13 My name is Charles Clary and I live at
 14 834 Jamestown Avenue, and I am here to say that I am
 15 pleased to know that the draft EIR report includes
 16 improvements for the Bayshore Avenue, and I have
 17 learned something again today: that there is only
 164 Cortland Street entered into Bay View that's going
 to access Home Depot. I thought there were many
 20 other streets.
 21 And so, because there are many others,
 22 and then others will be improved also, that connects
 23 and provide an artery for traffic -- not only
 24 Cortland is the only one, but there's Cesar Chavez,
 25 and then there are others that come from the eastern

1 quarter to the west of Bayshore.
 2 I think it is -- this is a great time for
 3 the city to have a business of such as Home Depot,
 4 and I'm looking forward to purchasing. And I
 5 believe that the traffic and the quality of air, and
 164 also the archeological culture and all of those
 6 things will be no more of an increase and providing
 7 some sort of health hazard as we have presently.
 8 Because I know that our energy companies
 9 that provide gas are working on methods and ways to
 10 reduce those contaminants, and so therefore when the
 11 trucks come and the cars come in the area, the air
 12 is going to be not as hard on us as we think it will
 13 be.
 14 So I support Home Depot, and look forward
 15 to any other businesses of sort that we can have
 16 come to the city. Thank you for your patience, and
 17 I'm looking forward to working with you.
 18 PRESIDENT BELL: Dan Dodt, and then
 19 Louise Aronsen.
 20 MR. DAN DODT: Good afternoon,
 21 Commissioners. My name is Dan Dodt, a 23-year
 22 resident of Bay View district. I live at 1556
 23 Revere.
 24 I'm a small business owner of the Bay
 136

1 View, and a member of the Bay View/Hunters Point
 2 PAC, the Bay View Merchants Association, Revere
 3 Avenue Neighbors Association, and have served on
 4 numerous local planning panels.
 5 Like many of my neighbors, friends and
 6 associates in Bay View and Bernal communities, I
 7 share the desire for a revitalized Bayshore
 8 corridor, for new commerce and growth, and a home
 9 improvement supply store.
 10 In evaluating any proposal for such a
 11 store, we must rely on the accuracy of any
 12 information and factual data in order to make the
 13 best decisions on behalf of our communities,
 14 ourselves and on behalf of the larger San Francisco
 15 community. After reviewing the D-EIR before us, it
 16 became clear that a number of inconsistencies formed
 17 the basis of the criteria used for the conclusions
 18 drawn.
 19 Specifically, on Page 11, the information
 20 on daily population presumes a hundred daily
 21 employees and three thousand shoppers per day. We
 22 know that the employment figure is actually 300, and
 23 I acknowledge the correction made this week by Home
 24 Depot -- that's after two and a half years of
 25 discussion. Yet some numbers do not add up.

1 Despite my repeated request of the
2 project sponsor to clarify the building size in the
3 EIR documentation, the stated 156,000-square-foot

36 226,000-square-foot store and included parking
6 areas. We need documentation for the clarification.

7 It was recently stated by the Home Depot
8 architect in public that, quote: "The Bayshore
9 store will be one of the largest Home Depot stores
10 in the nation." If the 100-daily-employee figure is
11 incorrect, is the 3,000 shopper-per-day figure --
12 which is the basis for the traffic study and
13 resulting significant impact on regional air quality
14 -- also accurate?

15 Significant impact on regional air
16 quality: This is air that rises from Bayshore,
17 blows over my fine neighborhood, but ends up in
125 Oakland; Fremont -- should we advocate that sort of
project?

20 We should be given the opportunity to
21 evaluate the proposed development based on accurate
22 data. It would be irresponsible of us to accept the
23 document as written, in my opinion. For those of
24 you with the power to reject the findings that came
25 within the documentation, I ask that you do so,

1 shoppers. And that is basically what I wanted to
2 say.

3 I'm against this project; I'm not against
4 business. But I think the uniqueness of our city,
5 which I love dearly -- I have lived here for many,
6 many years -- and I don't want to see it changed in
7 the respect that we have all the big boxes coming
8 in, and we're just another cookie-cutter town.

9 Because this city is unique; a beautiful
10 place. We want to keep it that way; we want to have
11 jobs for people to make a decent living and live
12 here and have good benefits, and raise our children
13 as well, for the safe environment that we have, and
14 enjoy the beauty of it.

15 So thank you.

16 PRESIDENT BELL: Katherine Massey.
17 Followed by Phil Heyman. And then Reverend Arnold
18 Townsend.

19 MS. KATHERINE MASSEY: Hi, I'm Katherine
20 Massey, and I live at 120 Horace Street. I bought a
21 house there about a year ago.

22 I have been a resident in San Francisco
23 for nine years now, and a lot of this is kind of
24 repeat information, but I basically have three
25 concerns with Home Depot. First, how it will affect

125 respectfully.

2 I would make a similar appeal. Thank
3 you.

4 MR. RICK SHELTON: Rick Shelton. I'm
5 Zack's father. I'm a resident at 178 Park Street,
6 and I'm a lover of San Francisco, an avid bike
7 rider, and also a lover of Bernal Heights.

8 I'm not against business; I'm a business
9 person. I have worked for many years in business
157 industry, working with people in service, and one of
the things that I want to address -- regardless of
12 the impact on my neighborhood, and on Cortland
13 Avenue, as some of these issues have been repeated:
14 One of the things we need to look at, if you are
15 looking for jobs for people, is quality of those
16 jobs, and the impact it is going to have on the
17 lives and the residents of the City of San
18 Francisco.

19 What kind of living wage are they going
20 to have? What kind of benefits are they going to
21 have? This is something that, you know, if you are
22 going to have these big boxes coming in, such as the
23 Wal-Marts and the K-Marts and the Home Depots, look
24 at the quality that they have. Look at the safety
163 record of not only the workers, but also of the

1 my neighborhood, the traffic, and the air pollution.

2 The whole reason I actually moved to San
3 Francisco -- and I used to live in the suburbs, but
4 as the last guy was just saying, San Francisco is
5 very unique, and what makes it unique is like the
6 small coffee shops and little restaurants; all the
7 small businesses. And it is just such a great city,
8 as we all know.

9 Bernal Heights is also just a fantastic
10 neighborhood. On a Saturday if you go out there
11 will be like tons of parents with strollers and
12 dogs, and people know each other, and it is just
13 this cute little neighborhood, and I just love it
14 there.

15 And thinking of the Home Depot going in,
16 I can just visualize it -- you know, a few years
17 from now, where it will just be like traffic moving
18 down Cortland, and I really think it is a hard thing
19 to quantify, but it is going to change the charm of
20 this neighborhood, and that's a big concern for me.

21 As far as traffic goes, like I said,
22 along Cortland -- and I have a garage, and at times
23 I'm trying to back out of my garage right now I'll
24 have to sit there and wait sometimes like five
25 minutes, because cars are just flying by constantly

67 on Cortland. So already there is a lot of traffic,
and I can vouch for that.
3 The other thing is on Cortland, the
4 pollution: As far as the EIR report, I can tell you
5 right now it is so dirty my windows I have to clean
6 them like every four days to keep them clean; they
7 are very grimy. I would just be really unhappy just
8 to think about the amount of traffic this will
bring.

11 Again, just being a citizen of San
Francisco and a resident of Bernal Heights, I just
12 want to speak out and say that I'm really against
13 this, because it would be affect my living
14 environment in a negative way. Thanks.

15 PRESIDENT BELL: Phil Heyman? Okay,
16 Reverend Arnold Townsend.

17 REVEREND ARNOLD TOWNSEND: Thank you,
18 Madam President and Commissioners. Reverend Arnold
19 Townsend. Just a couple of brief comments.

20 I simply don't intend to stand and speak
21 in behalf of any community, but I will speak on
22 behalf of myself, and on behalf of those that I know
23 who have looked at this D-EIR and find it adequate,
24 and that it is time to move on.

25 Certainly, by the way, Dr. Reese Walker

1 street; when people cannot support their families.
2 And it is very easy to call these
3 dead-end jobs when you have a job. But when you
4 don't have one this job beats no job, and certainly
5 they are better than the jobs you would find in the
6 shopping district in Bernal Heights, because I go up
7 there, and you can drive along Cortland and go in
8 and out of those shops, and you won't find five
9 black employees on the whole street.

10 So it is high time that we move this
11 project forward and quit playing around with the EIR
12 and get San Franciscans busy working again.

13 Thank you.

14 MS. SUE HESTOR: Sue Hestor. I live at
15 Bennington and Highland in Bernal Heights, and I'm
16 also the attorney for Cole Hardware.

17 The cover of the EIR is the first page I
18 want to direct your attention to. What it shows is
19 the site. What it doesn't show you is how light the
20 site is, because the applicant for this project is
21 not only Home Depot; it is Joan Goodman Zimmerman,
22 one of the Goodman children, who basically forced
23 the closure of the store and has not maintained the
24 site.

25 Ironically, if this site is developed it

1 had to leave early, so I'm kind of standing in his
2 stead. He's lived there in that community and
3 operated a church there. And when you say the
4 people of Bay View have looked at it and found it to
be overall adequate by the majority of people who
5 have been involved in the process, that's really
6 saying something, because as someone who is right
7 now breaking ground on a project in Bay View/Hunters
8 Point, they are, without question, when it comes to
9 pollution and toxics and those kind of issues, the
10 most sophisticated community in San Francisco,
11 because of what has happened to them, with all the
12 problems in that community. They do not take these
13 issues lightly.

14 And so it is high time that we move on
15 with this project, because you see, there is a
16 certain kind of environmental and pollution danger
17 in Bayview/Hunters Point, and that's the pollution
18 and environmental dangers of unemployment, dashed
19 hopes and unrealized dreams that unemployment will
20 cause you.

21 We need some employment, and that in
22 itself should be within your reports an
23 environmental issue, because it certainly does
24 damage to the environment when people are on the

1 will make it even harder for the Redevelopment
2 Agency to justify a redevelopment area for this
3 area, because they haven't made a finding of blight,
4 and the blighted conditions are the conditions
5 caused by this owner.

6 What I am frustrated about is that you
7 continue to have EIR's that show non-existent
8 streets. They have all these little streets that
9 make you think maybe they could get off of Bernal
10 Heights going across Bayshore on some other place.
11 The real world is this is a Muni map; official city
12 map -- that shows that there is nothing here.

13 If you are in Bernal Heights you can
14 either go down Cortland to Bayshore, or go down
15 Cortland to Mission Street. On Saturdays it is very
16 difficult to get off of Bernal Heights to the east,
17 because we can't go another auxiliary route, which
18 is go down to the farmers market, because it is a
19 zoo on Saturday.

20 On Page 28, which is the page right after
21 that, it is the first page of the plot map of this
22 project. And what you will see is there's one
23 pedestrian access for this entire site, and the site
24 is enormous. Everything else is vehicle-accessed.
25 The main vehicle access is straight down Cortland,

1 and the EIR was delayed at length for a Loomis
4 Street alternative, and it is not here. That was a
4 year of delay on this project -- was they said they
4 were doing the entrance off of Loomis Street. So
5 you have a totally pedestrian-unfriendly project.

6 And also, because they have assumed that
7 everyone is going to drive, there is no analysis of
8 pedestrians or Muni impacts. It is just factored
100 out of this.

11 This project is the antithesis of a
12 transit-first project. Their assumption is no one
13 is going to use transit. They didn't do an analysis
14 of increased transit ridership for the workers, let
15 alone for their customers, and you are going to have
16 a street frontage that is suburban street frontage.

37 I cannot understand why we did not have
19 an analysis of design issues in this EIR. You look
20 at this, and it is 787 feet long. There is not one
21 entrance on that front (indicating). There is
22 nothing that interacts as a pedestrian entrance.

21 MS. CHRIS ELLEN MONTGOMERY: Good
22 evening. Thank you for listening to all our
23 comments. I want to urge you to reject the D-EIR as
24 deficient. I'm Chris Ellen Montgomery.

163 I would like to urge you to reject this

1 Life. Cortland Avenue is an east/west-facing street
2 and at sunset time, which is earlier in the year
3 during winter, the sun is blinding, and people who
4 are impatient and sort of run stop signs, have
5 caused two accidents that I have witnessed, and many
6 near-misses.

7 Also, on my way to work -- I work in the
8 DPW yard off of Bayshore and Kansas -- on the way to
9 work I roughly travel Cortland at about 7:00 a.m. in
10 the morning. There are two businesses at the far
11 end of Cortland, near Bayshore: Ruiz Paving and
12 Rock and Rose Landscaping.

13 Ruiz has many, many large trucks, which
14 they must back out of their facility.

15 PRESIDENT BELL: Any other speakers?
16 Seeing none, this portion of the public comment is
17 closed. The written portion is open until tomorrow,
18 July 11. Tomorrow by 5:00 p.m., I believe.

19 So we'll take it up to the commissioners.
20 Commissioner Feldstein?

21 COMMISSIONER FELDSTEIN: I have just one
22 question for staff: A couple of the speakers raised
23 the issue of the accessibility of the data
24 underlying the draft EIR, and said that they have
25 been unable to obtain that documentation.

163 deficient plan. I feel it is flawed. I have lived
3 in San Francisco for 28 years; it is my adopted
4 home. I love it.

5 I have worked for the City and County of
6 San Francisco for 18 years, first for the Recreation
7 and Park Department, and presently for the
8 Department of Public Works. I have also lived in
70 Bernal Heights for the last eight years.

9 Before that I lived in Noe Valley as a
10 homeowner, and I know whenever I wanted to do a home
11 improvement project, I very cleverly used the
12 short-cut down Cortland instead of Army Street, as
13 it was then called; now Cesar Chavez, to get to
14 Goodman's Lumber. And I feel that it will be a lava
15 flow from the neighborhoods of Diamond Heights, Glen
16 Park and Twin Peaks, down Cortland, to visit the new
17 Home Depot.

18 I think, besides the traffic coming down
19 Cortland, we have a huge pedestrian population
20 enjoying our lovely, unique neighborhood. There are
21 many children, seniors, and handicapped people
22 walking around.

23 Several times, on my way home from work
24 up Cortland, I have witnessed -- two accidents and
25 several near-miss accidents in front of The Good

1 Can you speak to this?

2 MS. CHAN: As stated in the draft EIR,
3 members of the public should be in contact with me
4 to view the file. And members of the public have
5 come in at least once a week to look at the file,
6 and everything is in the documents, so I'm not
7 sure -- everything is in the file. So I'm not sure
8 why it wasn't available.

9 COMMISSIONER FELDSTEIN: And the fact
10 that it was prepared by Home Depot, and no one makes
11 any other proprietary --

12 MS. CHAN: Everything that's stated in
13 the D-EIR is part of the City document, and becomes
14 part of the document.

15 PRESIDENT BELL: Commissioner Antonini?

16 COMMISSIONER ANTONINI: I think the
17 traffic was less on Cortland tonight because
18 everybody was here testifying from Cortland.

19 I appreciate the input; I think there was
20 a lot of good things that came out of it. I think a
21 lot of things do have to be addressed before this
22 report is finalized. And I know that I have spoken
23 with President Bell about some of the things that
24 need to be addressed, and she'll have some other
25 comments, I'm sure, but the points about bike lanes

90 1 and things that need to be done on Bayshore
2 Boulevard I think is very important, because, you
3 know, you probably are only going to have one shot
4 to do it, and at least if you are going to do it
5 let's do it the right way, and make it pedestrian
6 friendly, as well as mitigate the traffic problems
7 that will be presented.

67 8 I think Cortland is clearly a street that
9 is going to need to be addressed. There may have to
10 be other ways that that would be engineered. It is
11 not my place to bring up suggestions at this time,
12 but I think that part of the report will have to
13 have some other treatments of the end of Cortland
14 coming into the Home Depot.

43 15 And I think that there were good points
16 made on all sides. I think the usage -- I live in
17 western San Francisco; I probably still will go, if
18 I use the Home Depot -- which I try to avoid
19 whenever possible, but just because, you know, it
20 takes a lot longer, and unless you are shopping for
21 a lot of items it is easier to go to the
22 neighborhood hardware store.

23 But I think a lot of people from my side
24 of the city will continue to go to Colma, and
25 probably what will happen is their business will

1 pretty much what she's talking about, and I think
2 the air pollution issue should be addressed and
3 updated. I think there's issues with -- she talked
4 about the PM 10s; some of the State regulatory
5 agencies going to 2.5, and I think that means the
6 size of the dust particles that you would get from
7 diesel.

8 Also on the weekends there's two impacts.
9 One, I'm eventually responsible for the Alemany
10 farmers market on Saturdays, and also when we have
11 flea market on Sundays. Clearly Saturdays is high
12 impact, because I can't find parking down there at
13 times, and I think that should be a consideration,
14 on the one hand.

15 On the other hand, the Office Max has
16 been shut down for quite some time, and there is an
17 antique store on the other side. So I think the
18 Office Max is something else now; I think there
19 would be less impact there.

20 The issue about 2015 I think we should
21 take a look at. I think the loss of service will
22 have an impact in that neighborhood, depending on
23 what else we do in that area.

24 Regarding Cortland, I know on Saturdays
25 and Sundays, though, I have driven by there on

43 1 diminish some, and you will probably end up with
2 about half the amount of business in the eastern
3 store, and the other half still in the western
4 store, because I think that what is happening is
5 everybody is going to Colma now that is utilizing
6 that.

7 Those are the biggest things I find out
8 of here.

9 I think the comments have been made
10 about, you know, Bayshore Boulevard. I think it
11 always has been a home improvement area. Whether it
12 should remain that or not is conjectural, but when I
13 was doing things 20 years ago, I would go down there
14 to Sid Mar for sinks, to Goodman's and Floorcraft,
15 and all the different things. The scope may be
16 larger here, but the usage is similar.

17 Those are basically the things I heard
18 tonight, but I think we need to look at the entire
19 report, and especially for traffic mitigation.

139 20 That's a very important area that has to be
21 addressed.

22 PRESIDENT BELL: Commissioner Bill Lee?

115 23 COMMISSIONER BILL LEE: A couple of
24 comments. One is that there was a lady earlier
25 talking about the air pollution. I think she knows

1 Bayshore, and there's very few cars at this time
2 going up or down on Cortland. And I don't know if
3 we have information on when Goodman Lumber was
4 there, because frankly, the Home Depot really
5 replaces Goodman Lumber, and also where Whole Earth
6 Access was.

7 So we did have a lot of traffic in those
8 days; I don't see any information in here in the EIR
9 that sort of addressed that issue. Will this in
10 fact be any greater than it was five or six years
11 ago? I don't know how to answer that question; I
12 would ask staff to look into it.

13 That's it.

14 PRESIDENT BELL: Commissioner Boyd?

15 COMMISSIONER BOYD: A couple of matters
16 want to address, and No. 1 has to do with the
17 parking configuration, and how that's going to
18 impact traffic.

19 Usually, commensurate with Home Depots,
20 there is a tremendous need for some parking around
21 the area, the greenhouse area, with materials that
22 are being purchased in that area and being loaded in
23 the vehicles. That's a concern, if that's going to
24 be commensurate with the other stores that they have
25 in the area.

<p style="text-align: right;">Page 122</p> <p>1 And another concern would be also the 2 access for walking traffic. That does concern me a 3 bit, and how the parking is going to be impacted. 4 The number of parking spaces that are 5 projected on the scheme does not really go a long 6 way in satisfying parking needs at other Home Depots 7 that I have compared to this one, too, and we may 8 have a problem with that. So, you know, some 9 clarification in that area. 10 One other question I would like to ask 11 project sponsor, if I may at this time -- 12 PRESIDENT BELL: You can't ask a 13 question. 14 COMMISSIONER BOYD: Well, my concern also 15 was around the area of the impact on related 16 businesses. I raise the issue particularly about 17 the AAA Rental store that's near there. 18 I found the information about the other 19 impacts on other businesses, and the leakage, as 20 well as the projected capture rate through the Home 21 Depot sales, but it did not say anything -- did not 22 speak to the issue of how that particular business 23 would be impacted. And it is the business 24 immediately behind that area. So I'll be concerned 25 about that.</p>	<p style="text-align: right;">Page 124</p> <p>1 favor, and those that spoke in opposition discussed 2 access with respect to Cortland, and the impact that 3 that would have; whether or not many people came via 4 Cortland or didn't certainly -- it is certain to 5 assume that people will come off the freeway. 6 I think in order for it to be adequate it 7 certainly should address access that is southbound 8 from 280. One of the earlier speakers mentioned 9 that you have to cross a number of traffic lanes, 10 once you get off the 280 southbound exit. I believe 11 that to be accurate. It should speak to that. 12 It should also speak to the vehicle 13 types. There are many industrial uses in that area; 14 a lot of trucks in that area. And when it does a 15 vehicle count, it should address the fact that in 16 that particular area we do have a disproportionate 17 number of heavy vehicles, and the impact that that 18 may or may not have on this project. 19 Thank you. 20 PRESIDENT BELL: In the interests of time 21 I won't read all three pages of my comments, but I 22 will submit them. On the D-EIR, I will say some of 23 them, though. 24 The D-EIR, in my view, does not 25 adequately address the traffic impacts created by</p>
<p style="text-align: right;">Page 123</p> <p>1 It probably would not be that horrific, 2 but it does bear some concern and some 3 consideration. 4 PRESIDENT BELL: Thank you. And 5 remember, it is the D-EIR. 6 Commissioner Hughes? 7 COMMISSIONER HUGHES: Thank you. 8 With regards to the accuracy, I think 9 that the EIR in its final version is going to need 10 to be accurate, in the sense that on Page 27, where 11 we have a map, and the map shows a number of streets 12 that for all intents and purposes appear to cross 13 the freeway -- that I don't believe that we do. So 14 we would need to correct that. 15 We would need to have on Page 85 current 16 permissible exposure levels. 17 And we would need to have on Page 103 -- 18 we've got a growth inducement report that -- I think 19 you might want to take a second look at. We should 20 use the number of employees -- should be accurately 21 reflected in the report. 22 The report utilizes a figure of 3,000 23 shoppers per day. You want to bolster how you 24 arrive at that number in the final version. 25 Both sponsors and project advocates in</p>	<p style="text-align: right;">Page 125</p> <p>1 the building design. It also does not adequately 2 address and discuss the improvement conditions 3 necessary to address the impacts on traffic flow. 4 The only improvement conditions that seem to be 5 addressed are the Cortland Street pedestrian 6 walkways and signals; the conditional consideration 7 should be given to other intersections. 8 I will say that one thing I see is the 9 improvements to Bayshore do not address access to 10 other Bayshore businesses. The vehicle access to 11 and from the project does not provide access to 12 neighboring businesses. Vehicles will be directed 13 to the project, and away from the project. 14 Improvements to Bayshore do not include pedestrian 15 access to neighboring businesses. 16 On Page 40 and 41, under the general 17 plan, the D-EIR lists the key objectives and 18 policies of the general plan relevant to the 19 proposed project. Further discussion is necessary 20 beyond listing the general plan objectives. 21 Discussion relative to how the project meets these 22 goals is necessary. 23 The project design seems inconsistent 24 with urban design element Policy 2 and 6. The D-EIR 25 should detail how the project meets the general plan</p>

1 policies as listed.

2 Also under the transportation element,
27 Policy 6.1, the project design as presented does not
3 appear to designate expedient routes for freight
4 trucks as required by the policy.

5 The lack of adequate crossings fails to
6 provide -- is not mentioned adequately in Policy
7 23.7. The truck entry provided in the project
8 design does not adequately serve the 30 daily truck
9 deliveries anticipated by the project, and therefore
10 it does not meet Policy 40.1.

11 On Page 62, Paragraph 2 indicates
12 Cortland Avenue will see an increase in vehicle
13 traffic of 106 vehicles during the weekday, and 159
74 vehicles during the Saturday peak. It is
16 anticipated this will result in increase in hourly
17 traffic volumes. And I think that this merits
18 further discussion of where vehicle access to the
19 project could be determined -- that it might
20 discourage or encourage the use of Cortland Avenue.
21 I think more discussion needs to happen there.

22 Improvement conditions to the project was
139 identified on Page 110, and I think are inadequate
23 and merit further discussion.

25 Additional measures may be necessary to

1 traffic problems on Bayshore and/or Cortland Street.

2 The project design will add to the
3 traffic problems by virtue of the layout of the
4 parking garage access, and the truck entry off of
5 Waterloo. More analysis should be given to a design
6 that provides better traffic flow to and from the
7 project area, with improvement conditions made by
8 the project sponsor to prevent traffic jams into the
9 project.

10 I have a couple of things about soil, but
11 it is really late, and since I can provide written
12 comments I am going to provide the rest of my
13 comments as a written document.

14 That is all I have on that. Anything
15 else?

16 We're going to take a 10-minute break
17 here.

18 SECRETARY AVERY: Are you finished with
19 this?

20 PRESIDENT BELL: Yes.

21 SECRETARY AVERY: You need to close the
22 public hearing.

23 PRESIDENT BELL: Public hearing of this
24 session is closed. Written comment taken until July
25 11.

1 address traffic, including improvements to
2 additional intersections such as Oakdale and Loomis,
139 where truck traffic will access the truck entry, and
3 at Industry and Loomis, or Boutwell and Loomis --
4 which may be another access direction.

5 The parking garage will not accommodate
6 all cars on peak days, and off-street parking, as
94 identified in the D-EIR at Loomis and Waterloo --
7 could impact the access to the parking garage.

8 The project sponsor indicates the project
9 will have an adverse effect on traffic by the year
10 2015, but doesn't indicate the project sponsor's
11 commitment to funding improvement conditions.

12 The project sponsor assumes the cost of
139 future improvements will not be borne by the project
14 sponsor but by the City. An improvement conditions
15 should discuss how the project sponsor will address
16 these improvements if the City cannot or will not
17 implement the improvements.

18 The project design shows -- this will be
19 the last one I read, and there's about 20 more --
20 the project design shows the parking ramps near
79 Waterloo Street vehicle access. Further analysis is
21 needed to determine if this will contribute to
22 traffic congestion on Waterloo, thus creating
25

1 (Public hearing concluded, 7:51 p.m.)
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July 10, 2003

Page 3326

CERTIFICATE OF REPORTER

I, George Schumer, a Certified Shorthand Reporter, hereby certify that the witnesses, if any, in the forgoing matter were by me duly sworn to tell the truth, the whole truth and nothing but the truth in the within-entitled cause;

That said proceeding was taken down in shorthand by me, a disinterested person, at the time and place therein stated, and that the proceedings were thereafter reduced to typewriting under my direction and supervision;

I further certify that I am not of counsel or attorney for either or any of the parties to the said proceeding, nor in any way vested in the outcome of this cause, and that I am not related to any of the parties thereto.

DATED: , 2003.

George Schumer, CSR

34 (Page 3326)

Appendix G

Community Commitments of Home Depot, U.S.A., Inc.

COMMUNITY COMMITMENTS OF
HOME DEPOT, U.S.A., INC.
FOR BAYSHORE BOULEVARD STORE

BACKGROUND

A. On January 23, 2001, Home Depot filed an Environmental Review Application with the San Francisco Planning Department for a Home Depot store on the former site of the Goodman's Lumber and Whole Earth Access businesses on Bayshore Boulevard within the City and County of San Francisco. The proposal is to demolish the existing two buildings and to construct (1) a two-story main store, with approximately 96,250 square feet on the first floor and 38,405 square feet on the second floor, plus an enclosed greenhouse of approximately 9,888 square feet and an outdoor garden center of approximately 8,546 square feet, and (2) a separate, but attached, approximately 96,374 square feet, 550 space, two-story parking garage with three levels of parking (ground floor, first deck and second deck) (collectively, the "Project"). The Project is expected to provide up to 300 total jobs, with approximately 200 of those being new jobs.

B. The Bayview Hunters Point Project Area Committee ("PAC") is a publicly elected body of citizens representing the interests of Bayview Hunters Point in planning for the future and guiding redevelopment efforts in the Bayview Hunters Point Redevelopment Survey Area as required by the California Community Redevelopment Law. The Redevelopment Law requires representatives from the community to represent four major categories of local citizens. The 21 seats on the PAC include tenants representatives, homeowner representatives, business representatives, and community organizations.

C. Since its formation, the PAC has engaged in a collaborative community effort to develop a unified and comprehensive vision to guide the implementation of plans, programs and projects. That process has resulted in the publication on November 13, 2000 of the approved text portion of the Bayview Hunters Point Community Revitalization Concept Plan (the "Concept Plan").

D. One of the key elements of the Concept Plan is the Northern Industrial Area Year 2020 Focus Area Plan (the "Northern Industrial Area Plan"). This plan recognizes the Bayshore Boulevard corridor (where the Project is proposed to be located) as being dominated by large-scale commercial uses. The PAC has identified the Bayshore Boulevard corridor as situated within an economic development "activity node," the OAKINBA Node, which, in addition to the six extant activity nodes as identified in the Concept Plan, will be prioritized in planning and zoning use discussions and approvals. Existing larger scale commercial facilities along the corridor were built mainly in the 1940s and 1950s and include wholesale centers, restaurants, auto repair facilities and other uses capitalizing on proximity to the freeways.

E. The Northern Industrial Area Plan sets forth a vision for revitalization of this area that includes (1) maintaining and expanding industry within the area to increase

the job base and support the development of entrepreneurial opportunities; (2) the promotion of policies and land use decisions that provide job training, employment and business opportunities to local residents; (3) economic development that fosters clean industry and facilities to improve the quality of life for area residents and workers; and (4) creating public amenities that facilitate transit, truck and pedestrian travel through the area, beautify the streetscapes, and buffer housing, schools and parks from industrial uses. The PAC has advocated permanent Industrial Preservation Zone ("IPZ") controls over the Bayshore corridor and adjacent areas.

F. The Northern Industrial Area Plan envisions local hiring and training requirements for new development that include First Source Hiring, resident training and mentoring programs to be negotiated as part of all new development proposals. Home Depot is committed to a job training and employment program that will foster respect for the community and the people served, provide service to the community consistent with its cultural history, develop programs that are consistent with community priorities, and promote a workplace environment where all associates have the opportunity to learn, grow and contribute. Home Depot is committed to working with community-based organizations in the Bayview Hunters Point Area in order to ensure that its jobs and training programs for the Project achieve the maximum benefits for this community.

G. San Francisco residents are currently spending approximately \$40,000,000 at the Home Depot store in Colma, California. If this money were spent at a Home Depot store located within the City and County of San Francisco, it would generate almost \$500,000 of new tax revenues for San Francisco's General Fund.

H. Home Depot has contributed to the local community through its "Team Depot" projects. Over the years, Home Depot has made a number of contributions to San Francisco organizations through this employee-based volunteer program, which contributes hundreds of volunteer hours and merchandise donations to restore school gardens, upgrade neighborhood centers and construct and repair playgrounds. Team Depot has directly benefited the Bayview Hunters Point community through several projects, including providing volunteers to lead classes for senior citizens in the Bayview Hunters Point neighborhood on how to weatherize homes during the winter months.

I. Home Depot has been diligently working with PAC members in order to ensure that the Project is consistent with the Concept Plan and also to ensure that the new store will be an active participant in the Bayview Hunters Point community, and that the employees of the store represent the diversity of the residents of the neighborhood.

J. Home Depot has made multiple presentations to the PAC's Land Use, Planning and Transportation subcommittee, and the Economic, Employment and Education subcommittee, and has incorporated these subcommittees' suggestions and requirements into the Project.

K. Modifications to the Project's site plan and architecture that were desired by the PAC have been incorporated into the conceptual design package and will be

incorporated into the proposed Project design to be approved by the City. These modifications include the following, all of which have been incorporated into the site plan and elevations attached hereto as Exhibit A:

- A Project driveway off Loomis Avenue to help alleviate congestion on Bayshore Boulevard;
- Changes to the facade, the entryways and the color of the store;
- Screening of the garage elevation along the Waterloo Street side; and
- Installation of solar panels on the roof of the store for the purpose of harnessing power to be used within the store.

In addition, Home Depot has agreed to use "green" building practices in the construction of the store, as enumerated on Exhibit B attached hereto.

L. The City and County of San Francisco is preparing an environmental impact report ("EIR"), in accordance with the California Environmental Quality Act ("CEQA"), to analyze the environmental effects of the Project, focusing particularly on transportation, air quality and land use issues. The Draft EIR will be subject to a 45 day public review and comment period (including a public hearing before the Planning Commission), after which comments will be responded to in writing, and the Planning Commission will consider certification of the resulting Final EIR. The Planning Commission will consider the contents of the EIR when acting on the discretionary review approval of the Project. The CEQA process in general, and the preparation and consideration of the EIR in particular, ensures that the Project approval process will include and inform the public and the decision-makers.

COMMUNITY COMMITMENTS

1. Activities Prior to City Approval of Project. Within 60 days of the endorsement of the Project by the PAC, Home Depot shall:

(a) Arrange to have the Home Depot Senior District Manager for the area that the Project is within meet with members of the PAC's Executive Committee to discuss the Project;

(b) Arrange to have Home Depot's Human Resources Area Manager meet with members of the PAC's Executive Committee to discuss the Project; and

(c) Identify a Home Depot corporate executive level contact who will be the primary neighborhood community liaison between Home Depot and the PAC and the PAC's constituency.

2. Site Plan and Architecture. Home Depot will undertake the following activities associated with the site plan and architecture of the Project:

(a) *Site Plan and Elevations:* Within fifteen (15) days of the endorsement of the Project by the PAC, Home Depot will amend its Environmental Review Application filed with the City to reflect the site plan and elevations attached as Exhibit A.

(b) *"Green" Construction:* In the construction of the Project, Home Depot will employ green building practices as outlined on Exhibit B attached hereto.

(c) *Solar Power:* Home Depot will install solar panels on the roof of the new store for the purpose of harnessing power to be used within the store.

(d) Home Depot will notify the PAC of any substantial changes to the proposed plans or drawings for the Project (other than those already represented in the site plan and elevations attached as Exhibit A) that Home Depot submits to the Department of City Planning prior to the Planning Commission's discretionary review hearing on the Project.

3. Job Training and Hiring Program. Following final approval of the Project by all City agencies and departments, and upon and after the start of construction, Home Depot will undertake the following activities in a good faith effort to ensure that (i) at least fifty percent (50%) of the store's approximately 200 newly hired associates are residents of the Bayview Hunters Point neighborhood and (ii) at least fifty percent (50%) of persons hired for Project construction are San Francisco residents, with at least one half of those (twenty-five percent (25%) of the total) being residents of the Bayview Hunters Point neighborhood:

(a) Comply with the City's First Source Hiring Program (set forth in Chapter 83 of the San Francisco Administrative Code) for both construction and permanent jobs;

(b) Require its general contractor for construction of the Project to comply with the City's First Source Hiring Program and to make a good faith effort to meet Home Depot's local hiring goals for construction activities (set forth above);

(c) Implement the Neighborhood Job Training and Hiring Program ("THP"; attached hereto as Exhibit C), a comprehensive employment program using Home Depot and community resources to provide an opportunity for meaningful careers for the members of the Bayview Hunters Point community, specifically by undertaking the activities set forth in Sections C, D and E of the THP; and

(d) Prior to issuance by the City of the site permit for the Project, contract (either directly or indirectly), for a period of no less than five (5) years, with one or more community-based organizations ("CBOs") based in the Bayview Hunters Point area, whose responsibilities will include, but not be limited to, the following:

i. Assist Home Depot in implementing the THP.

ii. Actively recruit job candidates from the Bayview Hunters Point neighborhood and train those candidates in life skills and job skills.

iii. Coordinate training efforts with Home Depot, which will provide Home Depot product knowledge courses to the CBO-identified candidates.

iv. Prepare trained candidates to use Home Depot's store level entry computerized kiosk job application system.

v. Monitor the success of the THP by, for instance, documenting the number of trained candidates that apply for jobs and the number that receive job offers from Home Depot as a result.

vi. Assist Home Depot in fulfilling reporting requirements under the First Source Hiring Program.

vii. Coordinate with other CBOs in the Bayview Hunters Point area and in surrounding economically disadvantaged neighborhoods to maintain the number of candidates at a level that could enable Home Depot to meet its local hiring goals.

viii. Recruit and train candidates for construction jobs, and work with Home Depot's general contractor to meet the local hiring goals for construction jobs.

4. Community Benefits. Following final approval of the Project by all City agencies and departments, and upon and after opening of the store (unless a different time frame is indicated below for a particular item), Home Depot will implement the following community benefit programs:

(a) *Team Depot Decisions:* To further Home Depot's goal that a fair share (in consideration of the store's market) of Team Depot resources and person-hours are donated to projects within the Bayview Hunters Point area, and that donated resources are matched to projects for which the community has identified a need, the Team Depot Captain for the San Francisco store will consult with a designated representative of the PAC before Team Depot spending decisions for the Bayshore Boulevard store are made.

(b) *"Green" Products:* The Bayshore Boulevard Home Depot will carry "green" products (including photovoltaics) within the store. A representative list of such products is attached hereto as Exhibit D. Once the store is operating, Home Depot will make a good faith effort to identify approved installers of such "green" products who are based in the Bayview Hunters Point area, so that such information will be available to customers.

(c) *"Green" Classes:* Home Depot will develop and offer within the Bayshore Boulevard store (as customer demand warrants) a curriculum for in-store classes on the availability, use and installation of "green" products offered by Home Depot.

(d) *Donation of Trees:* Within two months of opening the store, Home Depot will donate 200 trees to a community-based organization engaged in community gardening or beautification activities in the Bayview Hunters Point area for planting, in a joint effort with Team Depot participants, within the Bayview Hunters Point area.

(e) *Delivery Fee:* Home Depot will establish a lower fee for home deliveries from the store to destinations within the Bayview Hunters Point neighborhood (represented by the 94124 zip code) than is required for deliveries to other areas within San Francisco.

(f) *Curriculum Coordination:* If and when the PAC informs Home Depot that the PAC (or similar organization oriented toward physical improvement of the Bayview Hunters Point area) is sponsoring a renovation campaign for homeowners within the Bayview Hunters Point area, Home Depot will coordinate its curriculum of in-store classes with such renovation campaign to assist Bayview Hunters Point area homeowners in obtaining the requisite skills for such renovation.

(g) *Donation of Tools:* Upon opening the new store, Home Depot will donate tools totaling a value of \$5,000.00 to the Tool Lending Library that is sponsored by the San Francisco Public Library.

(h) *Contribution of Funds:* Upon opening the new store, as a reinvestment into the community of a portion of enterprise zone tax credits for which Home Depot may be eligible, Home Depot will make a contribution for use in job training and retention (which could include transportation or day care services) and/or other educational activities or businesses for Bayview Hunters Point residents. The contribution will be administered by a third party fiscal agent for the benefit of Bayview Hunters Point residents, with input and advice from the PAC.

